A Gralla Publication

MAY 1980

The
SCHOOL
ERIOR DESIGN
Yo ity 100

Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

1980 NEOCON program grapples with future

June 11-13 NEOCON has new seminar format

Productivity study aired by BOSTI at NEOCON

Foreign exhibits up at NEOCON International

Exhibitors Building strengthens contract focus

Two furniture centenarians trace growth of contract



20th Anniversary Year



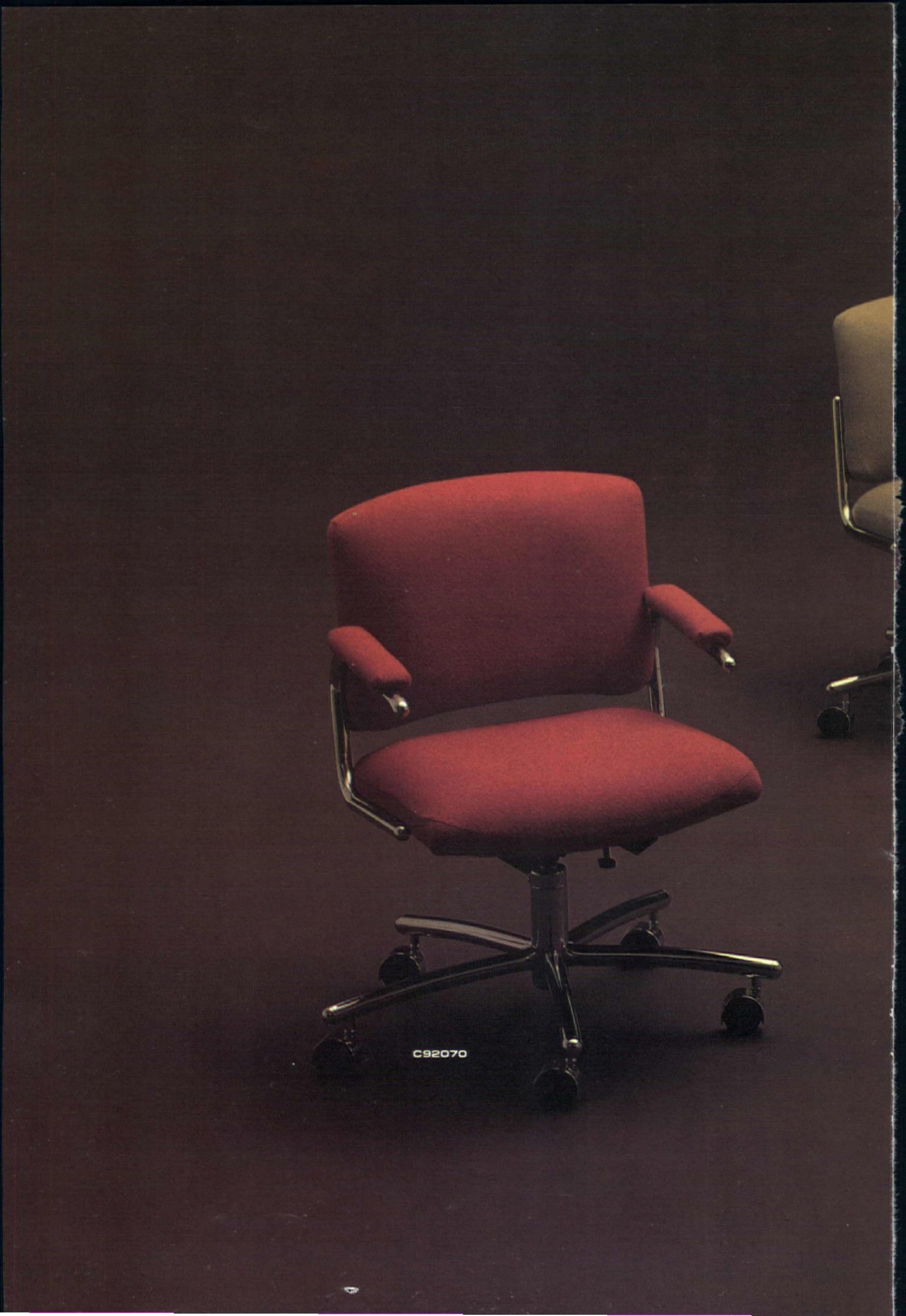
LA-Z-BOY CONTRACT

A DIVISION OF THE

La-Z-Boy®

CHAIR
COMPANY

Circle 1 on reader service card


C92070

INTRODUCING

SERIES 7000

DAZZLING COMFORT FROM
LA-Z-BOY® CONTRACT



DESIGNED BY
EDWARD VASQUEZ

See us at Neocon XII June 11th thru 13th.
The State of the Art in
Contract seating will be on display at
our new space 1050 Merchandise Mart.

Light, bright, pleasing to the eye. This is what one first perceives when he views our new Series 7000. It's scaled and proportioned for the open office of today's business environment. Its clean, efficient lines will enhance the decor and help improve the productivity of the office.

What is equally important about our new Series 7000 is what you don't see. More man hours are lost due to back problems and muscle fatigue than any other reason. The major contributor to these problems is improper seating. Series 7000 is ergonometrically designed for proper compressed seat height and lumbar support.



Quality is another feature of Series 7000. Each style features a hardwood frame, double-doweled for strength. We've used the Perma-Mesh spring system by Flex-O-Lators. There are two foam systems; one dense and firm for proper support [illegible] softer foam for grea[illegible] short, S[illegible] good as[illegible] make a [illegible] La-Z-Boy's fifty [illegible] experience, we know how to make quality chairs.

NY SCHOOL OF INTERIOR DESIGN
002619









C92074

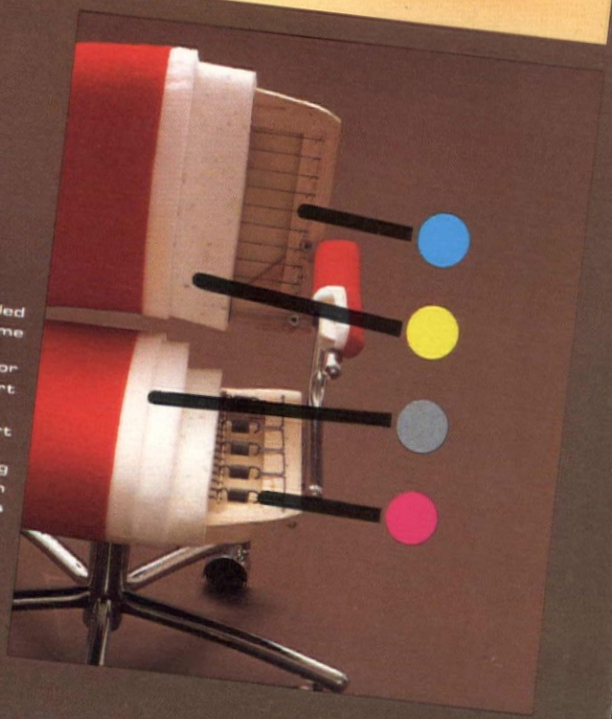
Soft foam edge to prevent circulation loss and fatigue

Back height adjustment for proper lumbar support

Seat depth adjustment to fit the individual

Swivel-tilt tension adjustment

Seat height adjustment



- Double-doweled hardwood frame
- Dense foam for proper support
- Soft foam for comfort
- Perma-Mesh® spring system from Flex-O-Lators

Haworth offers the most planning options. That makes your choice easy.



"Far ahead of the others. Certainly the most flexible. The most adaptable. Is equally at home in any situation."

Seth H.—
Facility Planner

"Obviously the most beautiful. Surface, color and graphic options the likes of which I've never seen. Clearly in a class by itself."

Dorothy S.—
Interior Designer

"You can't beat the rigidity of steel. The strongest I've seen. The quietest too. Superior acoustical control. It's impossible to compare."

Robert A.—
Architectural Engineer

"The most powerful in the field. Three separate electrical circuits, that's what I like. Easily outdistances the competition with plenty in reserve."

William J.—
Electrical Engineer

"I have to admit it is nice. It's good looking. It's very strong. And it seems to be quite adaptable and very flexible. But..."

Wesley C.—
Panacea Panel & Component Co.



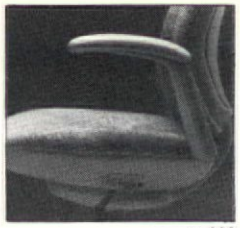
UniGroup Open Office Interiors System. A 10 at Neocon XII.

HAWORTH
HOLLAND, MICHIGAN 49423

Circle 2 on reader service card



p. 196



p. 116



p. 244

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Vol. 22, No. 5 MAY 1980

Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

The Library
NEW YORK SCHOOL OF INTERIOR DESIGN
155 East 56th Street, New York City 10022

12 Letters
35 Contract World
41 Designed for Laughter by Michael Saphier
116 Product Showcase: Steelcase
128 Product Showcase: Formica
132 People/News
164 Coming Events

196 International Exhibits Expanded, Seminars Revamped, Workshops Added, for Industry's Show NEOCON at The Merchandise Mart.
198 Seminars: Productivity to Computer; First-Time Workshops.
202 Special Events: ASID Party to IBD Midnight Affair.
204 9th Floor: Self-Healing Chair Skin; Accessories Have Fluid Shapes.
209 10th Floor: Wool and Synthetic Fibers Create Durable Carpets.
214 11th Floor: Seating Softly Shaped for Lasting Comfort.
221 6th Floor: Geometrics, Florals, Dominate Textiles.
224 12, 13th Floors: Custom Colors Expand Carpet, Fabric Palette.
227 15-18th Floors: Five-Year Wear Warranty For Contract Carpets.
230 Expo Center: International Displays Focus On New Furniture Forms and Fabric Designs.
232 Spaces & Faces: A Guide to Merchandise Mart Showrooms.
236 Exhibitor's Mart: Largest Crowds Yet Expected at Contract Source.
240 Around Chicago: New Directions Set For Laminates, Urethanes.
294 NEOCON Travel Paks Provide Air Fare, Shuttles, and Hotels.

242 150th Anniversary: Thonet Highlights Five Classic Periods.
244 100th Anniversary: Stow/Davis Traces Industry Growth.

250 Products & Services
293 Catalogs & Brochures
295 Classified Advertisements
297 Advertising Directory

COVER—*NEOCON 12 is people in action represented by graphic artist George Koizumi for CONTRACT's review of the industry's most important show and conference.*



BRING THE COOL SKY OUTDOORS TO YOUR INTERIORS WITH THE CRISP TWIGS OF

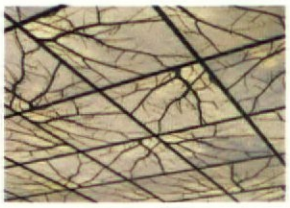
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Control mood with economical fluorescents. (Mix or switch warm and cool lamps to fit your needs.)

All cool white lamps



All warm white lamps



Available in 2′ x 2′ modules. Fits standard grids. ENVELITE® acrylic panels .080″ thick ready to drop in.

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Contract

June: Government design is explored in an update of federal activities. NEOCON At-Market issue will cover late-breaking news of NEOCON XII programs and activities. Update on activities of the Business & Institutional Furniture Manufacturer's Association.

July: CONTRACT's 8th Annual Open Plan Specifier's Guide, with comprehensive listings of products, sources, and specification details. Preview of the American Society of Interior Designers national meeting in New York City, August 21-25, 1980. Lighting product review—newest lights in lighting products and services.

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BPA

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DAVISON'S DEPT. STORE, Atlanta, Ga. "Furniture Department"

If you weren't sure, you'd think it was a fine wool velvet broadloom. Actually it's Couristan's new Royal Suede, a superb collection of luxuriously dense carpet, custom crafted of DuPont's durable Antron® III nylon with static control.

Royal Suede carries on Couristan's tradition for performance and color. For example it offers you the flexibility of two face weights, 38oz. and 48oz. to handle any commercial or residential application. Choose from an artist's range of 12 richly beautiful in-stock colorations or custom-color to suit your decorating taste (with a 135 sq. yd. minimum). Both are available in a 12′ width.

Specify Royal Suede today. For details contact your nearest Couristan Showroom or call Toll-Free (800) 233-6186 to our Royal Suede Order Board for your complimentary architect folder or cuttings.

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CORPORATE HEADQUARTERS: 919 Third Avenue/New York, N.Y. 10022 Tel. (212) 371-4200

SHOWROOMS: CHICAGO: 1880 Merchandise Mart/ (312) 644-2065; LOS ANGELES: 304 Pacific Design Center/ (213) 657-8085; SAN FRANCISCO: 427 Western Merchandise Mart/ (415) 861-3595; ATLANTA: 6D8 Atlanta Merchandise Mart/ (404) 577-9300.

Circle 4 on reader service card

Leonardo.
A bright new idea in basic black.

Introducing a new concept in contract seating at NEOCON XII.

At Atelier International, we realize that while self-skin polyurethane foam arms and legs in chair construction solves certain office problems, the needs of commercial and institutional applications can be quite different.

So we've used molded black self-skin polyurethane foam for the seat and back of Leonardo, our new chair—and matching stool—that you'll be seeing at NEOCON XII.

Perhaps the nicest thing about Leonardo is that it solves so many aggravating problems while still maintaining the traditional ai level of superior design.

The self-skin polyurethane foam is far more serviceable than conventional upholstery and can be wiped clean with a damp rag.

The chair itself is easily assembled with an allenhead wrench, and consists of only three parts (the stool, four). So parts can be replaced on-site.

And we can ship Leonardo knocked down, so you save on shipping costs.

Finally, because the chair and stool are virtually identical, you can carry the same design from, say, a restaurant bar through to the dining room.

Leonardo. Our seat and back may be basic black. But you should see our legs.

Atelier International, Ltd., 595 Madison Avenue, New York, New York 10022, (212) 644-0438

For your convenience, we have additional showrooms in Chicago, Dallas, Denver, Los Angeles, Houston, San Francisco and Seattle; sales offices in Atlanta, Boston, Miami, Philadelphia, Pittsburgh, Salt Lake City, Washington, D.C. and selected furniture dealers nationally. Member ASID, IBD, BIFMA.

ai

Space 9-100

Circle 5 on reader service card

PAINT AND PROTECT WALLS WITH TRETFORD



Tretford flows up and down walls beautifully. And protectively. Because Tretford is virtually vandalproof.

It also provides excellent acoustical benefits. As well as energy-saving insulation qualities.

Tretford is functional, too. It holds push pins like cork. Works with Velcro®. Accepts nails without damage.

With Tretford you can paint and protect walls in 37 different colors. Samples are yours for the asking.

EUROTEX

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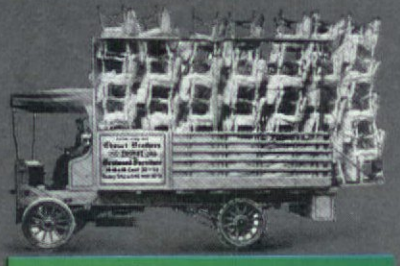
Circle 6 on reader service card

E

When Thonet's headquarters were moved from Vienna to New York, Leopold Pilzer relocated more than just the company's administration—he transplanted the Thonet tradition. Although the name Thonet and the products it represented had been established in the United States since 1853, the shift to a New York base of operations permitted the expansion of the firm's commitment to innovative design solutions. Between 1940 and 1944, three manufacturing facilities in the United States were acquired, and Thonet began to produce furniture in new materials such as molded plywood and aluminum, as well as developing, in America, bentwood manufacturing capabilities.

In 1962, after the death of Leopold Pilzer, Thonet was purchased by one of America's best-known furnishings manufacturers, the Simmons Company. A new period of diversification and expansion began—a diversification that extended to new materials and designs and an expansion into new contract markets, among which furniture for the healthcare field became an important concern. Gulf + Western acquired Simmons, along with Thonet, in 1979. The resources of one of the foremost international diversified corporations now support Thonet's continuing growth.

One hundred and fifty years after Thonet first began to explore new ways of designing and manufacturing furniture, the firm that bears his name remains proud of its heritage, and dedicated to the tradition of innovation and creativity which Michael Thonet inspired.



A Thonet delivery truck, pictured above, in the 1912 American catalogue. Service and delivery continue to be among our primary concerns.

This is the fifth and final capsule history celebrating the 150th anniversary of Thonet. The entire series will be reproduced as a poster. For a free copy, write us.

Thonet
Dept.: Poster
491 East Princess Street
P.O. Box 1587
York, Pa 17405



Thonet's New York showrooms, illustrated in a 1925 catalogue; 50,000 square feet in the heart of Manhattan.

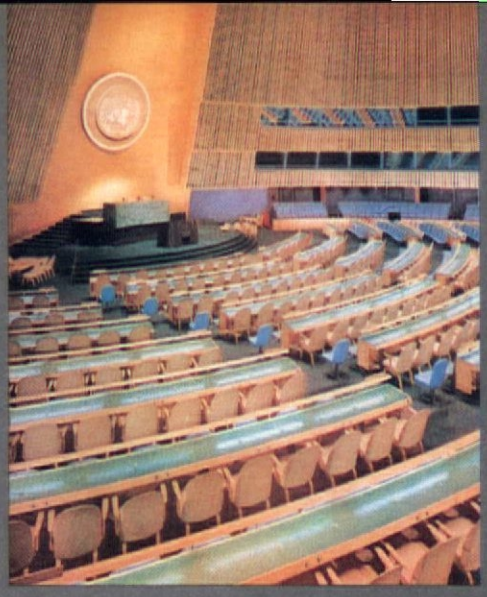


The Thonet tradition—technology and craft in the service of design—seen at one of Thonet's Statesville, North Carolina factories. Other plants are located in Charlotte, North Carolina; York, Pennsylvania; and Sheboygan, Wisconsin.



T

One hundred fifty years of Thonet: 1830/1980



The General Assembly Hall of the United Nations. The chairs are of molded plywood, manufactured by Thonet, and designed by Abel Sorenson (1952).

The Sof-Tech Chair,™ designed by David Rowland for Thonet, is quickly recognizable as a descendant of the Vienna Café Chair, although constructed of completely different materials than its bentwood ancestor. Rowland invented a new material, Soflex,® and adapted it to an innovative chair which provides the flexibility, practicality, and elegance which have always been the hallmarks of a Thonet classic.



Research, experimentation, design—an ongoing involvement with the development of new materials, methods, and furniture solutions, for today and the future. Shown at left are some of the internationally known designers whose products are currently being produced by Thonet.

From left to right.
Joe Russo and Ric Sonder, Kangaroo Chair, (1975).
Joan Burgasser, Club Tub, (1969).
Don Petitt, Petitt Ply, (1976).
Robert Aronowitz and Bernard Katzanek, Robert Bernard Lounge Landscape System, (1978).
Ned Steinberger, Molded Ply Chair, (1978).
David Rowland, Sof-Tech Chair,™ (1979).

THONET

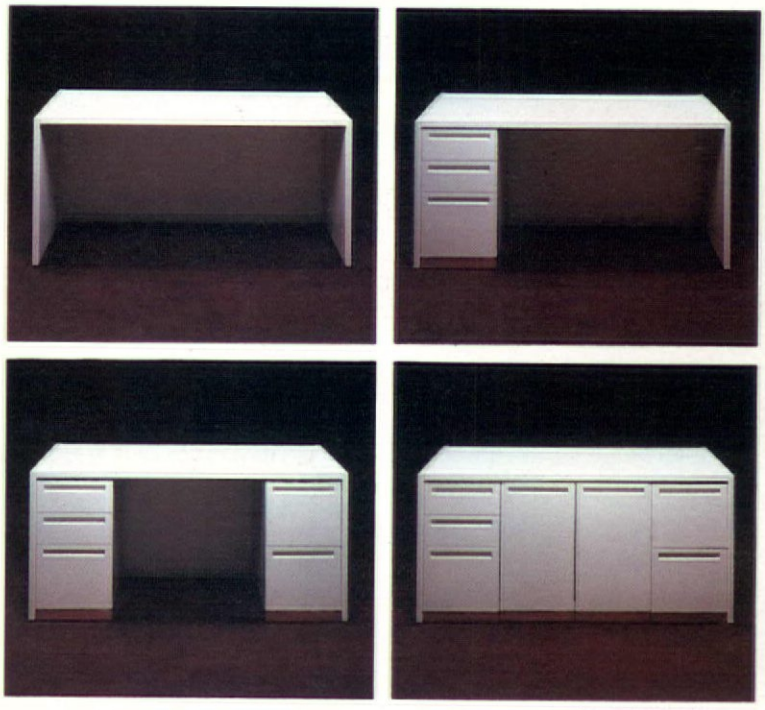
GLASSFORM®
COMPTON, CALIFORNIA
SEE US AT
NEOCON
Rm 1040A



photography/creative: **James Howell**

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introducing 2000system



What would you like to make of it?

The 2000 System is a table. It's also a right, or left single pedestal desk or a double pedestal desk. Or it's a back bar.

The 2000 System is whatever you choose to make of it.

As easily as any component can slide to another position within the work station, it can roll out for use in another part of the office.

The 2000 System. It brings convenience to the moving, changing, growing office.

See the 2000 System in our newly redesigned showroom at NEOCON XII, space 1126, Merchandise Mart, Chicago, IL.

For more information write or call Bill Regalado at 800/456-0593 (in PA call 800/325-0095).

Corry Jamestown Corporation, 844 East Columbus Ave., Corry, PA 16407.

Corry Jamestown

DIVISION, HON INDUSTRIES

Wool Bureau expands on domestic and foreign wool sources

Dear Editor: George Levine's article, "Wool Carpet Availabilities Expand As Price For Wool Stabilizes" (March 1980 CONTRACT), is another indication of the reawakening to wool's appearance/performance properties over the life of the carpet. Although you clearly state in fine type that the listing is reprinted from Appendix X on Imported Carpet from the Cross Index of Commercial Carpet, readers may draw the impression that the list was all-inclusive and assume there is no domestically produced wool carpet. Further, the list excluded special-order wool carpeting which is an important segment of wool broadloom consumption. The following list of domestic and foreign mills gives a more comprehensive range of wool lines currently available in the U.S.

DAN KRESSLER
Sr. Product Manager/Carpets
The Wool Bureau, Inc.,
New York

Bergoss N.V., c/o Columbus Mills, Columbus, GA, 404/324-0111
Berven Carpets, Fresno, CA, 209/268-0771
Bigelow-Sanford, Greenville, SC, 803/299-2000
Bloomsburg Carpet, Bloomsburg, PA, 717/784-9188
Cardinal Enterprises, Lewiston, ME, 207/782/8288
Carousel Carpet Mills, Ukiah, CA, 707/485-0333
Carpets of New Zealand, c/o Otterburn Carpets, Chatsworth, GA, 404/695-7331
Carter Custom Carpet, Rome, GA, 404/235-8657
Charisma Carpet, New York, NY, 212/355-4350
Collins & Aikman, Dalton, GA, 404/259-9711
Colonial Carpet Mills, Union City, CA, 415/471-5700
Compact Carpet, New York, NY, 212/752-8761
John Crossley & Sons Ltd., Kossett Carpets Ltd., The Carpet Mfg. Co., c/o
Carpets International, New York, NY, 212/751-9515
Customills, Dalton, GA, 404/259-4876
Dellinger, Rome, GA, 404/232-4447
Diamond Carpets, Cartersville, GA, 404/382-7532
Feltex New Zealand, Los Angeles, CA, 213/659-8053
Edward Fields, New York, NY, 212/759-2200
Form III, N. Vernon, IN, 812/346-3601
Hugh-Nelson Columbia, Philadelphia, PA, 215/739-0154
K.V.T. Intl., New York, NY, 212/759-4663
Karastan Rug Mills, Eden, NC, 919/623-2125
Kashmir, Palo Alto, CA, 415/325-6663
Kemos, Marietta, GA, 404/926-6194
Kensale Textiles Ltd., Atlanta, GA, 404/993-7654
E.S. Krolik, San Francisco, CA, 415/861-5693
Lacey-Champion Carpets, Fairmont, GA, 404/337-5331
Langhorne Carpet, Penndel, PA, 215/757-5155
Jack Lenor Larsen, New York, NY, 212/674-3993
Lorenzo, Hialeah, FL, 305/558-0050
Hugh MacKay, c/o Stanley P. Dwork, Great Neck, NY, 516/482-2103
Milliken, La Grange, GA, 404/883-5511
Mira-X, New York, NY, 212/752-3618
Mohasco, Amsterdam, NY, 518/841-2211
Mort West Mills, New York, NY, 212/371-1313
Mountain Rug Mills, Fletcher, NC, 704/684-7131
Navan Carpet, New York, NY, 212/752-9117
New Eastern Carpet, New York, NY, 212/832-3377
New England Carpet, Winooski, VT, 802/655-0103
P.&G. Custom Carpet, Winston, GA, 404/949-5676
Palatial Carpets, Brooklyn, NY, 212/492-7204
Pennsylvania Wilton Carpet, Philadelphia, PA, 215/425-5830
Philadelphia Carpet, Cartersville, GA, 404/382-5200
Porter Carpet Mills, Cartersville, GA, 404/382-3216
Robertex Associates, Atlanta, GA, 404/897-1501
Rodeo Carpets, Los Angeles, CA, 213/659-7505
Sahara Carpets, San Leandro, CA, 415/357-2336
Sallee Carpet Looms, Santa Monica, CA, 213/871-1770
Savnik & Co., Oakland, CA, 415/568-4628
Scalamandre, New York, NY, 212/361-8500
The Scott Group, Cleveland, OH, 216/464-5940
Spinning Wheel, New York, NY, 212/685-0177
Steeles Carpets, Tomkinsons Ltd., c/o Robbins Brothers, New York, NY, 212/421-1050
Stratton, Cartersville, GA, 404/382-9350
V'Soske Shops, New York, NY, 212/688-1150

CONTRACT invites readers to respond to articles and timely issues affecting the design field. Write:

Letters Editor
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1515 Broadway
New York, NY 10036

Design Concepts

A New Age in Laminate

See Design Concepts at NEOCON

You are cordially invited to view the entire group of Design Concepts at Formica Corporation's champagne reception from 5:00 P.M. to 7:30 P.M. on June 11, 1980, in the Lincolnshire I and II Rooms, Chicago Marriott, N. Michigan Avenue and Ohio St., Chicago, Illinois 60611.

See the exciting interpretations of Design Concepts at the following manufacturers' showrooms:

KNOLL INT'L.	Space 1111
THAYER COGGIN	Space 1173
THONET	Space 11-100

Design Concepts— A New Age in Laminate from Formica Corporation

FORMICA® is a registered trademark of Formica Corporation. Subsidiary of American Cyanamid Company, Wayne, NJ 07470.

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Design Concepts
A New Age in Laminate

A group of thirty-eight extraordinary expressions—unique, preemptive. Originated in decorative laminate exclusively by Formica Corporation with guidance from its Design Advisory Board.

Design Concepts. Solid colors. Highest gloss lacquer finishes. Surface textures creating basic shapes of the purest form.

To receive samples, refer to our listing in Sweet's Catalog, Section 6, or contact your nearest Formica Corporation Distributor.

FORMICA® BRAND
decorative laminate

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The must event.



JUNE 11-13, THE MERCHANDISE MART/CHICAGO

THE WORLD'S LARGEST CONTRACT INDUSTRY SHOWCASE.

NEOCON. This year – the most informative and far-ranging program we've ever offered.

Every new cost-effective idea in interior environment products, planning, marketing and management. Millions of square feet of dramatically designed showrooms plus Neocon International – the best in international furnishings displayed in EXPOCENTER, directly across from The Merchandise Mart.

Now is the time to make your plans while special LOW COST TRAVEL AND HOTEL RATES are still in effect.

reserve now for special low cost hotel and travel rates. Just return the coupon or call 312/527-4141.

neocon12

& NEOCON INTERNATIONAL
IN EXPOCENTER/CHICAGO

NEOCON 12/SUITE 830
The Merchandise Mart Chicago, Illinois 60654

- ☐ YES! I will attend. Please pre-register me and send me all details on the seminars and special events.
- ☐ Send me information about your low cost hotel & travel paks.

neocon12

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Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____

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seating division

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Circle 10 on reader service card



Six reasons why you cannot afford to miss Neocon:

Bio Storage Acton Tables Fabrics Cash

An exciting and beautiful new chair designed to move the way people move. The features . . . a back that pivots and rotates with the shifting body; resilient fiberglass arms; a five star base; and seat cushions molded to support the body. The Bio Chair—truly, the principles of ergonomics in action!

*Am Se Co, the innovator, introduces a system within a system—floor to ceiling height partitions with private office capabilities; mass central filing and storage; and incomparable component interior flexibility. Am Se Co proudly introduces this badly needed addition to the office systems market.

In all the world there is only one Acton Stacker. Now offered in eight exciting new colors—bright accents—rich designer colors. The Acton Group—truly the industry standard.

Am Se Co will show a group of working tables which employs the Bio Chair five star base. This new line includes machine tables, small conference tables, tables with casters or glides and adjustable heights.

A fanciful circlet of colors introduces the Am Se Co new designer fabric series for seating and office systems . . . a palette offering unusually rich texture, dimensions and durability. See our fabric sculpture.

*We invite all designers, architects, space planners and end users to name our new product and answer a short questionnaire. Cash prizes will be offered. Submit your entries at our Showroom in the Mart, Suite 964. Winners will be announced at Neocon, on Friday, June 13, 1980.

The Am Se Co Open Office System, with its logic, beauty and simplicity of design, will be shown in a new and interesting environment, providing the foundation for our new product introductions and your basic tool for space planning.

American Seating—the old reliable, turning on the steam!

American Seating

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Spare yourself the time and trouble most specifiers go through.

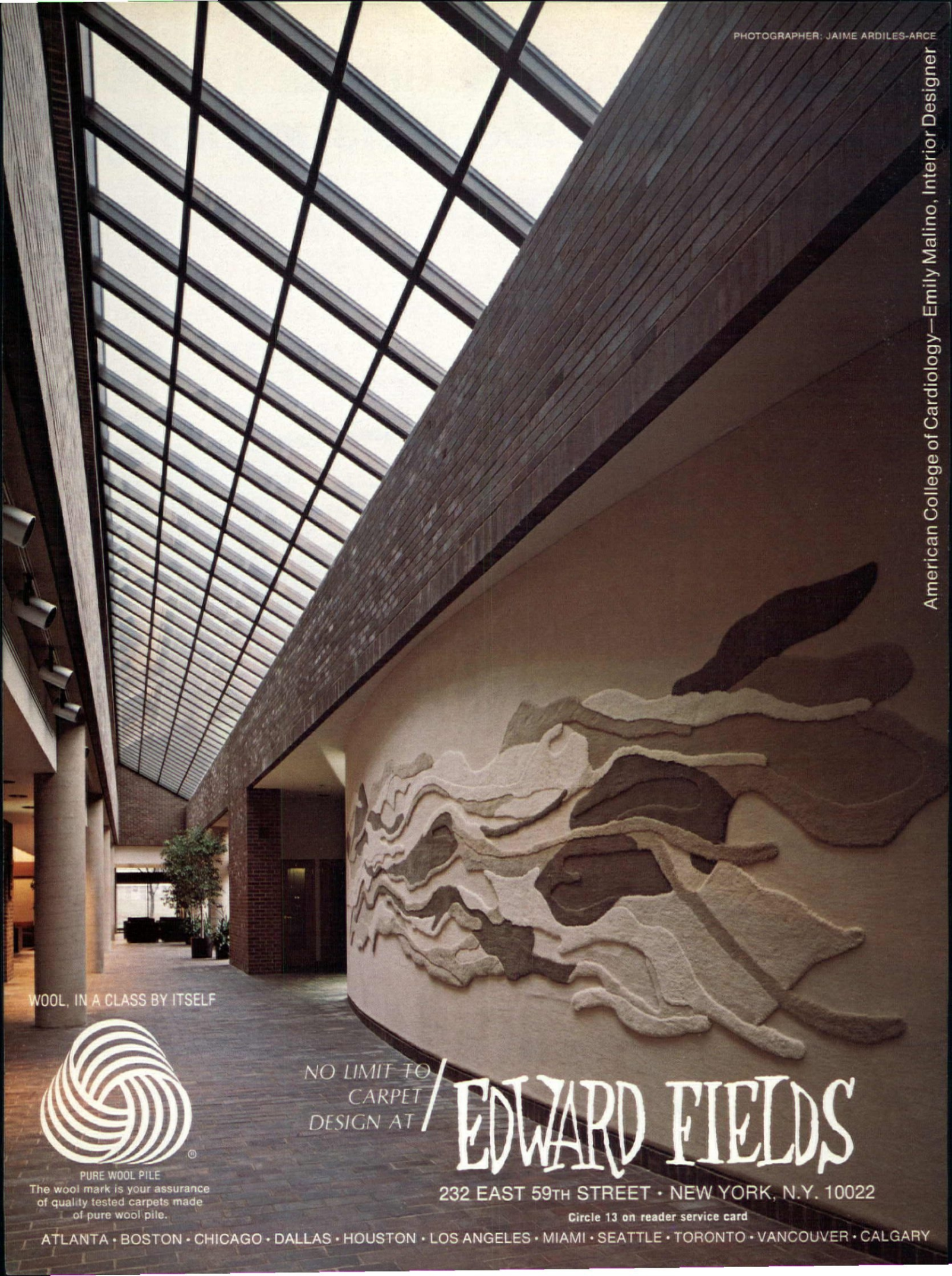
The Mira-X Mini-Showroom. For the contract specifier without a lot of time. Combining actual swatches and full-color photographs, the "mini-showroom" illustrates the possibilities of the Mira-X 50-color system: carpeting, upholstery and decorative fabrics interrelating both in color and in design. Specify Mira-X, and you specify total harmony. The Mira-X "mini-showroom", $75.

Mira-X International, 246 East 58th Street, NYC 10022.

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PHOTOGRAPHER: JAIME ARDILES-ARCE
American College of Cardiology—Emily Malino, Interior Designer
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The wool mark is your assurance of quality tested carpets made of pure wool pile.
NO LIMIT TO CARPET DESIGN AT
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Photography by D. E. Wolfe

The Series 850.
From two points of view.

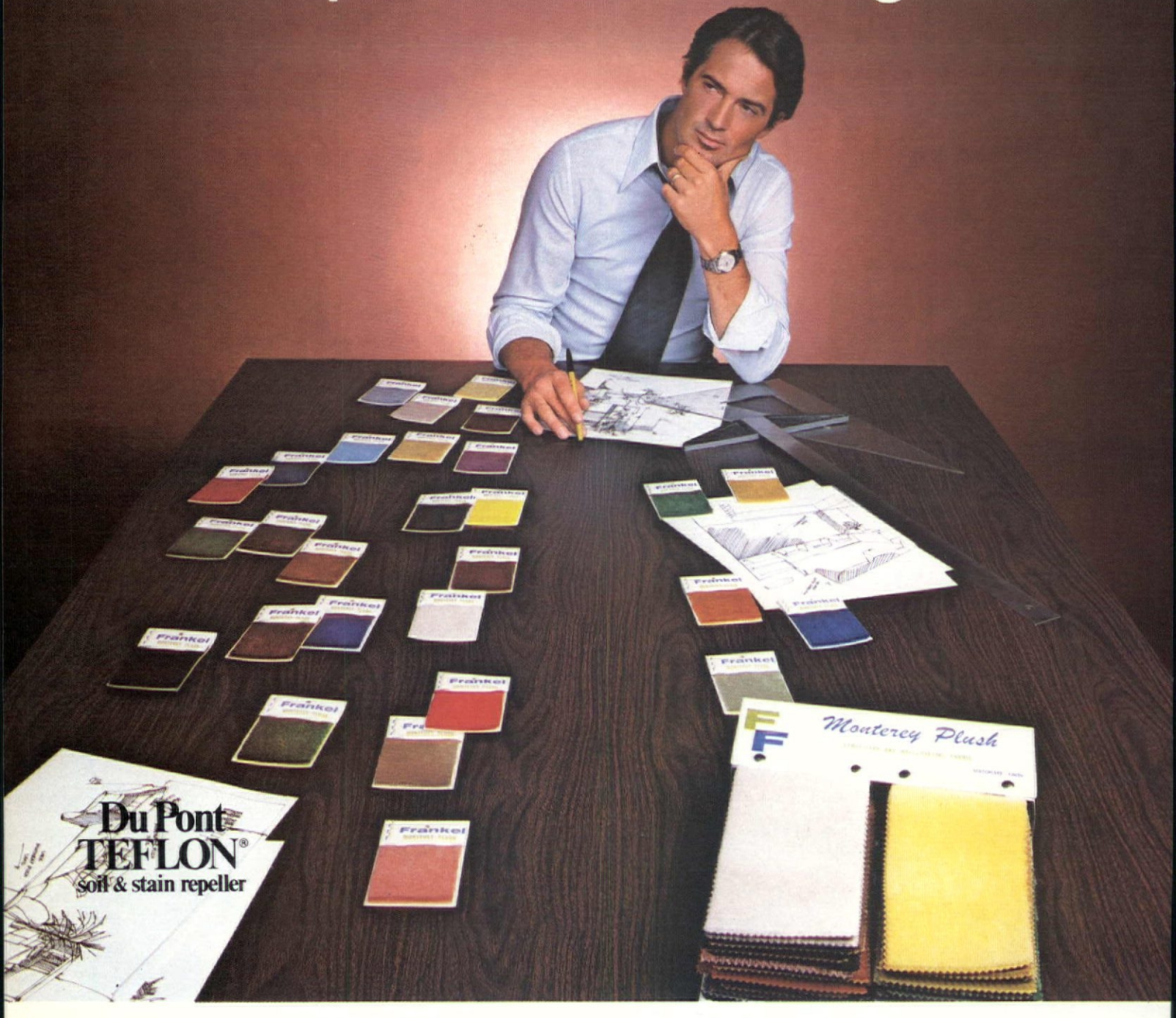
the company · condi
the designer · John Caldwell
the series · a superbly detailed, rectangular form of Oak/Ash bullnose is the basis for this practical series. Single or connecting components are naturally suited to a wide variety of commercial applications.

condi
our furniture has a future

the pacific · condi collection:
Chicago · the Pacific · Condi Focus at the Merchandise Mart, Space 995; **Dallas** · the Pacific · Condi Focus at the World Trade Center, Space 9009; **Los Angeles** · the Pacific · Condi Focus at the Pacific Design Center, Space 219; **San Francisco** · the Pacific · Condi Focus at the Galleria/Design Center, Space 449; **Seattle** · the Pacific · Condi Focus at the Design Center Northwest, Space 222; **Factory** · Pacific · Condi Furniture Mfg. Co. · P.O. Drawer 12, Compton, California 90220 · (213) 774-8300

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Finally, a wool plush that helps stretch the imagination.



Let the ideas flow. Create new visions. And lavish the luxury of Monterey Plush on furniture, walls and even ceilings.

Monterey Plush stretches your budget and makes the elegant, deep pile of this mohair-type fabric possible for all projects. Monterey Plush surpasses all the performance standards for the contract market and is stocked in 28 designer colors to match and coordinate with any mood or environment.

Specify Monterey Plush from Frankel. Suddenly, new creative applications become very practical and beautiful.

Frankel offers the competitive pricing, professional service and inventory position that assures the realization of your vision. For samples and more information about our complete line of contract fabrics call us at 212/679-8388. Frankel . . . for the fabrics of your vision.

NEOCON—SPACE 1337

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ASSOCIATES INC.

1122 Broadway, New York, New York 10010

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*Fabric shown is KT589 Regent Twill.
Du Pont TEFLON®
soil & stain repeller



KT FURNITURE
20100 S. ALAMEDA ST./P.O. DRAWER 8/COMPTON, CA 90224

CRESCENT CHAIRS
Design: Charles Gibilterra
Wood: Oak or Walnut
Models: Eight

GRAPHIC DESIGN: HOWARD GOLDSTEIN

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Knoll Diffrient Seating

Introducing the Diffrient collection. Three compelling benefits make these chairs the next step in the evolution of more productive office seating.

More comfort. 30 years of medical and engineering research define contours so precise they actually engage your body, distribute its weight and properly support it, in any position, to fight fatigue.



More convenience: Niels Diffrient's rational scale of values embraces the discoveries of a career devoted to eliminating stress in aircraft and heavy-equipment seating, e.g., one touch of a convenient fingertip control instantly adjusts you and your chair up or down.

More affordable. Thanks to durable steel shells, efficiently and precisely die-stamped, they cost less to acquire. The patented one-piece upholstery system, which can be replaced in minutes, by anyone, without tools, will keep them cost efficient and productive for as long as you own them. Engineering innovation plus efficient mass production plus traditional Knoll quality add up to marvels of seating value.

Obviously, evolution rewards patience. It also exacts a penalty: as of now, every chair in your office is obsolete. The remedy we propose is simple. Make your office more productive through a process of natural selection. It is as easy as taking the next step.

Knoll International
The Knoll Building
655 Madison Avenue
N.Y., N.Y. 10021



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PANEL CONCEPTS, INC.

Panel Concepts simplifies the open plan

by giving you more design options.

Panel Concepts manufactures everything you need to create a highly productive and efficient business environment. Select from three panel lines. System One.5 and System Two.0 panels feature durable extruded aluminum frames in a choice of finishes. System Two.0 offers optional slotting to accommodate Panel Concepts hang-on furniture components. System Three.0 offers the choice of 3" oak or walnut hardwood frames combined with deluxe fabrics for elegant executive environments.

To give you more options, Panel Concepts supplies acoustically efficient, tackable panels in a wealth of standard sizes and surface treatments. With integrated electrical systems. Plus exclusive connector systems for fast installation and simple reconfiguration.

With Panel Concepts, there's even more than one kind of fast delivery program. Our normal streamlined delivery is 50% faster than the industry average. With superfast Turnaround 5, our most popular panels can be shipped within 5 working days.

Everything you need from just one source—Panel Concepts makes space planning simple!



See our complete product line at NEOCON 12, Space 1046.
For more detailed information, call or write:

Panel Concepts, Inc.,
A subsidiary of Standard-Pacific Corp.
3001 South Yale Street,
Santa Ana, California 92704
(714) 979-3680. Outside of California call toll-free (800) 854-6919.

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Position	Phone
Address	
City	State

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falcon

The Stubby Chair

Designed by Robert De Fuccio for Falcon. A stacking chair made of solid wood.

Scope:

saddle seat

upholstered seat

Available in a variety of wood finishes and upholsteries.

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At Cohama Specifier, **the sky's the limit.**



When it comes to in-stock and custom-design contract fabrics, we cover just about everything needed to dress up the naked city. Like hotels, motels, offices, hospitals and nursing homes...in fact, any place that houses or serves people. Wherever draperies, bedspreads, wallcovering and upholstery are specified for contract projects, we're your total-service source. Discuss *your* print and woven decorative fabric requirements with our staff professionals. You'll find that, at Cohama Specifier, the sky's the limit.

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The secret is not why, but Howe.

The secret of a great table is not why, but Howe.



This Howe Tempest flips its top in a snap and locks like a rock in place.
Tops are round, square, oblong and trapezoid. And each base is a gleaming structure of beauty and stability.
The Tempest Collection: Flip, folding or fixed, it saves space... and nourishes the mind of the creative designer.
Tempest designs can fulfill every need, from cheery cafeterias to plush conference rooms.
Tempest by Howe—the secret of a great table.

The Tempest collection by Howe

For details on the complete line, write:
Howe Furniture Corporation
Executive Offices/Showroom: 155 East 56th St., New York, NY 10022
Or call collect: (212) 826-0280
Showroom: 1158 Merchandise Mart, Chicago, IL 60654
(312) 321-1502
Canada: Constellation Contract Furniture, Markham, Ontario

BIFMA Member



SOURCES

Employee Dining Room

Tables:
Howe Furniture Corporation
Chairs: Fritz Hansen
Wall Mural: Jack Larsen Boras "Katten" design
Carpeting:
Milliken's Corporate Square carpet tiles
Ceiling: Armstrong 12"x12" Travacoustic "Sanserra" pattern

Designer lays Secret on the Table

New York firm uses single source to solve two different design problems for Volvo.

Theodore V. Hinz, of Goldstone & Hinz, New York architectural consultants, planned this handsome Conference and Employee Dining Room for the corporate headquarters of Volvo of America, Inc., Englewood Cliffs, N.J. While the treatments appear totally different they share a common objective:

Hinz wanted to create an environment expressing orderliness, quality, good taste and openness for both locations.

He achieved his aims by selecting two types of special-purpose tables by Howe.

In the dining room, where employees enjoy an uninterrupted view of the wooded landscape, Howe's pedestal base Tempest table offers classic design with stability and obstruction-free seating comfort.

In the conference room—one of three, all with the same facilities—flexibility is the keynote. Here, Howe's conference room Tempest table met the requirements for inherent strength and a spacious working surface.

Once again, creative designers solve problems by showing Howe. □

Circle 20 on reader service card



SOURCES

Meeting/ Conference Room

Tables:
Howe Furniture Corporation
Chairs: Olli Mannermaa Div. of Finnart
Carpeting:
Milliken's Corporate Square carpet tiles
Wall Covering: Vicrtex— L. E. Carpenter & Co.
Ceilings: Armstrong's 12"x12" Travacoustic "Sanserra" pattern
Visual Aid Panels: Eberhard Faber—Board
Tackboards: Korok
Wood Folding Walls: Fairhurst Industries, Inc.
Lighting Fixtures: Skylume Legion Lighting

The secret of a great line is not why, but Howe.

Tempest Tables

Flip-Top



Folding



Non-Folding



Risom/Burr Group

Folding Table



Non Folding Tables



Desks



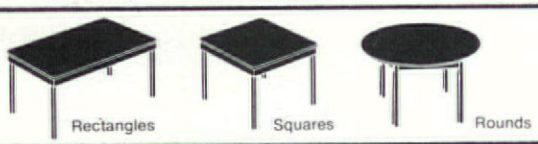
500 Series

Folding



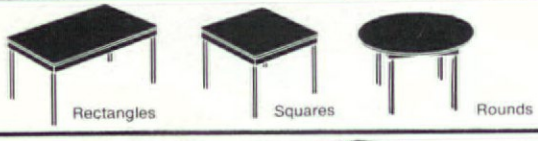
1200 Series

Folding

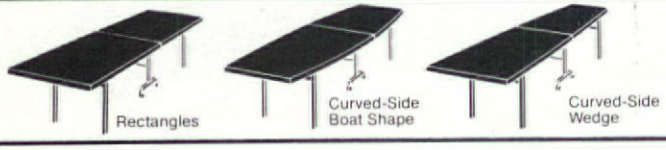


1100 Series

Non-Folding



Mobile Conference Master



Training

Folding



Chairs

Folding



Howe is conference rooms, executive offices.
Howe is cafeterias.
Howe is functional.
Howe is innovative design.
Howe is round, square, rectangular.
Howe is tables that flip, fold—and do neither.
Howe is desks and chairs.
Howe is everything you need.
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Howe

For details on the complete line, write:
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Contract office furnishings to grow at 12-percent annual rate, according to new NOPA total industry study

Alexandria, Va. — The amount of office furniture and furnishings specified is expected to grow from $2.4 billion in 1977 to $10 billion in 1989, at an average annual rate of 12 percent, according to a new "Future of the Office Products Industry" report issued by the National Office Products Association. The report is designed to provide an overview of the future of the office product industry.

According to the report, the market for office products is expected to gradually shift from the manufacturing sector of the economy to the service and trade sectors, from large offices to small and medium-sized offices. Office population is moving out of central cities, giving rise to new office construction and the need for new methods of office products distribution. The growth of the open plan systems market is expected to introduce fundamental change to the office furniture business. Dealers face increasing competition and smaller margins as manufacturers and others become involved in negotiation processes.

End-user purchases of new open plan systems and associated furniture are expected to grow from $430 million in 1977 to $5.2 billion by the end of the decade. Purchase of conventional office furniture by end-users is expected to grow from a little less than $2 billion to $4.8 billion during the same time period.

High growth rate within the open plan systems segment is attributed to the continuing growth in value added to the workstation, new office construction, and expected conversion of existing office space.

Major technological trends are described in the four chapters of the final report which specifically address the impact of technology on the office. Whereas office computing was the single most significant force for change in large offices in the 1960's and 1970's, office communications will probably emerge as the most important factor for change in large offices during the 1980's and 1990's says the report.

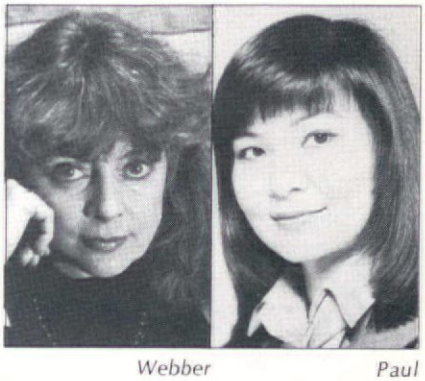
Dealer's office furniture sales are expected to grow from 1.9 billion to $6.2 billion during the decade, at an average annual rate of more than 10 percent. Conventional furniture sales will grow at an average annual growth rate of little better than 3 percent. Dealer's open plan systems sales volume will increase at just under 20 percent, from 300 million in 1977 to 2.6 billion by 1989.

Electronic technology, also dealt with in the report, will pose minimal risk to the office furniture manufacturers. Although slower shipment growth rates for some office furniture is anticipated, most new office machine installations will complement, not compete with, conventional furniture lines and open plan components.

The complete report, including figures, tables, and supporting data is available to NOPA members from: The National Office Products Association, 301 North Fairfax St., Alexandria, VA., 22314; (703) 549-9040.

Webber, Paul are co-presidents of Women in Design

San Francisco — Tapestry artist Helen Webber and architect Alie Chang Paul were recently elected co-presidents of Women in Design. Webber and Paul



Webber *Paul*

recently organized the first annual exhibition of Women in Design International at the Pacific Design Center in conjunction with West Week.

Smith Stanley Study forecasts $16.5 billion contract market

Darien, Conn. — Smith, Stanley & Co.'s "Contract Furnishings II, A Market and Economic Study of the United States Markets," projects sales of $16.5 billion by 1984, a growth of 74 percent over the record-breaking 1979 figures. Since the research company's 1972 report, when contract sales were at the 6.4 billion level, the market went through the $10.9 billion mark in 1979, and is still climbing. Office furniture accounted for $4 billion of that, with open systems furniture responsible for $600 million and rising. Floor products accounted for 16.3 percent of that total, wall finishes for 15.5, doors and door hardware 9.8, window coverings 8.2, lighting fixtures 7.9, ceiling materials 3.0, and partitions coming in at 2.1 percent.

In a geographic breakdown of markets for contract furnishing, the Smith, Stanley report shows sales of contract furnishings in 1979 greatest in the states making up most of the "sunbelt" areas of the United States. The South accounted for 31.6 percent of such sales. Next came the Midwest with 24.8 percent; the West with 23 percent; and the Northeast with 20.6 percent. Western states showed the greatest percentage gain, the Northeast the greatest loss.

The report goes into detail on the furnishings market by building type and projects market categories through 1984. More information on how to get the complete report or parts of it is available from Fred I. Smith, Jr., Smith Stanley & Co., Inc., 72 Old Kings Highway North, Darien, CT 06820; (203) 655-7664.

The finishing touch.



Colors: Rust, Green, Brown, Sand, and Black.

Design Strength. In the way it looks, works, and lasts.

In the Form 1000 Collection, we've solved the most common problem of desk accessories. Our snap-lock tray risers not only complement the line, they're specially designed for strength.

Despite heavy loads when the trays are stacked, Form 1000's letter tray risers resist buckling, warping and cracking.

The gently radiused design of the Form 1000 Collection fits beautifully into any office decor. And Form 1000 also gives you the look of far more expensive desk accessories at a moderate price.

So for economy, as well as sturdiness and style, Form 1000 Desk Accessories are perfect examples of design strength at work.

FORM 1000™

Desk Accessories by Rubbermaid.

RUBBERMAID COMMERCIAL PRODUCTS INC.
Winchester, Va. 22601

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ReActa™ series

The ReActive seating system by Madison.

MADISON

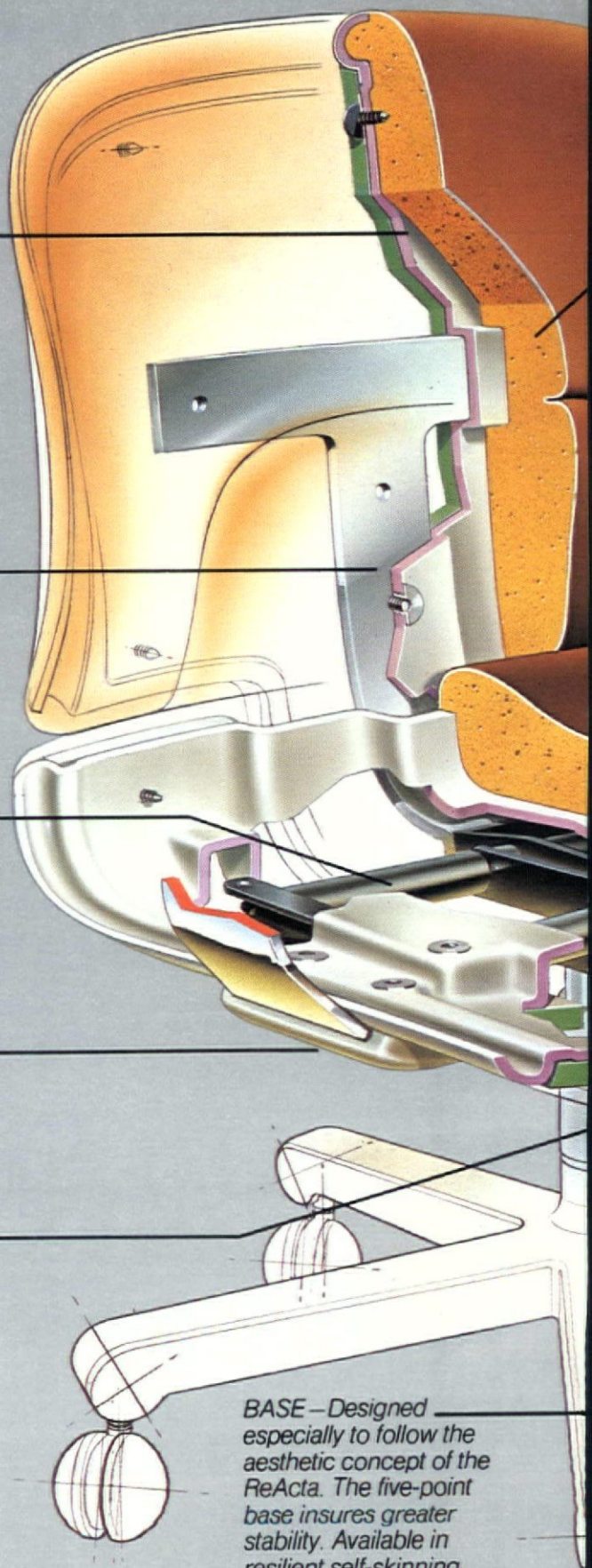


ReActa™ series

The ReActive seating system designed by Jerome Caruso

The ReActa series by Madison is the first integrated system of seating which takes into account the sitting body, the protection of the chair itself, and the protection of the environment around it. It is a total system designed to solve all the problems of an office environment.

ReActive seating requires no buttons or levers. The ReActa is made to be seen, not heard. It never squeaks or distracts by sound. Colors and fabrics can be coordinated by the specifier, giving him added flexibility in creating a total environment.



INNER FORM—Injection-molded structural foam features a highly engineered ribbed design that gives added support in areas of high stress. All controls are concealed in special molded-in pockets to preserve the smooth lines of the outer contour.

BACK SUPPORT MEMBER—Made of structural steel.

REACTA CONTROL—Moves the seat up one degree for every two degrees the backrest is pushed back—adjusting isometrically to the natural changes in the sitting body.

TENSION ADJUSTMENT CONTROL (Not shown)—Allows the isometric action to be increased or decreased as preferred.

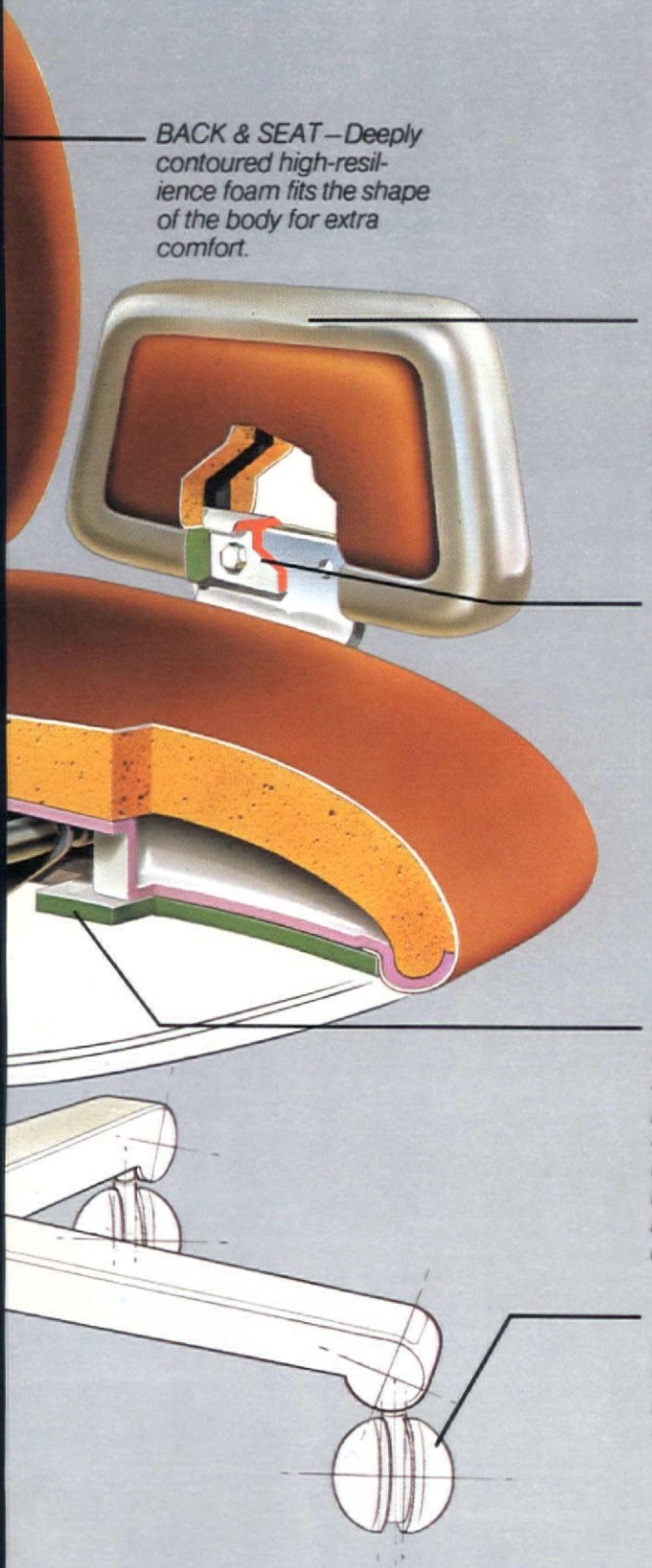
TELESCOPIC HEIGHT CONTROL—Available in fluidized or polished aluminum to match the base.

BASE—Designed especially to follow the aesthetic concept of the ReActa. The five-point base insures greater stability. Available in resilient self-skinning urethane with a molded-in steel armature, in three colors; or of die-cast aluminum, fluidized or polished.

Self-skinning urethane is available in these colors:



Charcoal Black *Putty* *Brown*



BACK & SEAT—Deeply contoured high-resilience foam fits the shape of the body for extra comfort.

ARMS—Made of self-skinning urethane, in three colors. Fabric-covered inserts are available if a closed-arm model is desired. The ReActa is also available without arms.

INNER SUPPORTS—Die-cast aluminum available in fluidized (fused powder finish) or polished aluminum finishes.

OUTER CONTOURS—Molded of tough, resilient self-skinning urethane to prolong the appearance and endurance of both the chair and the furniture around it. Available in brown, putty and charcoal black.

CASTERS—Unique die-cast design. Standard diameter is 2½" for greater ease of movement on carpets.

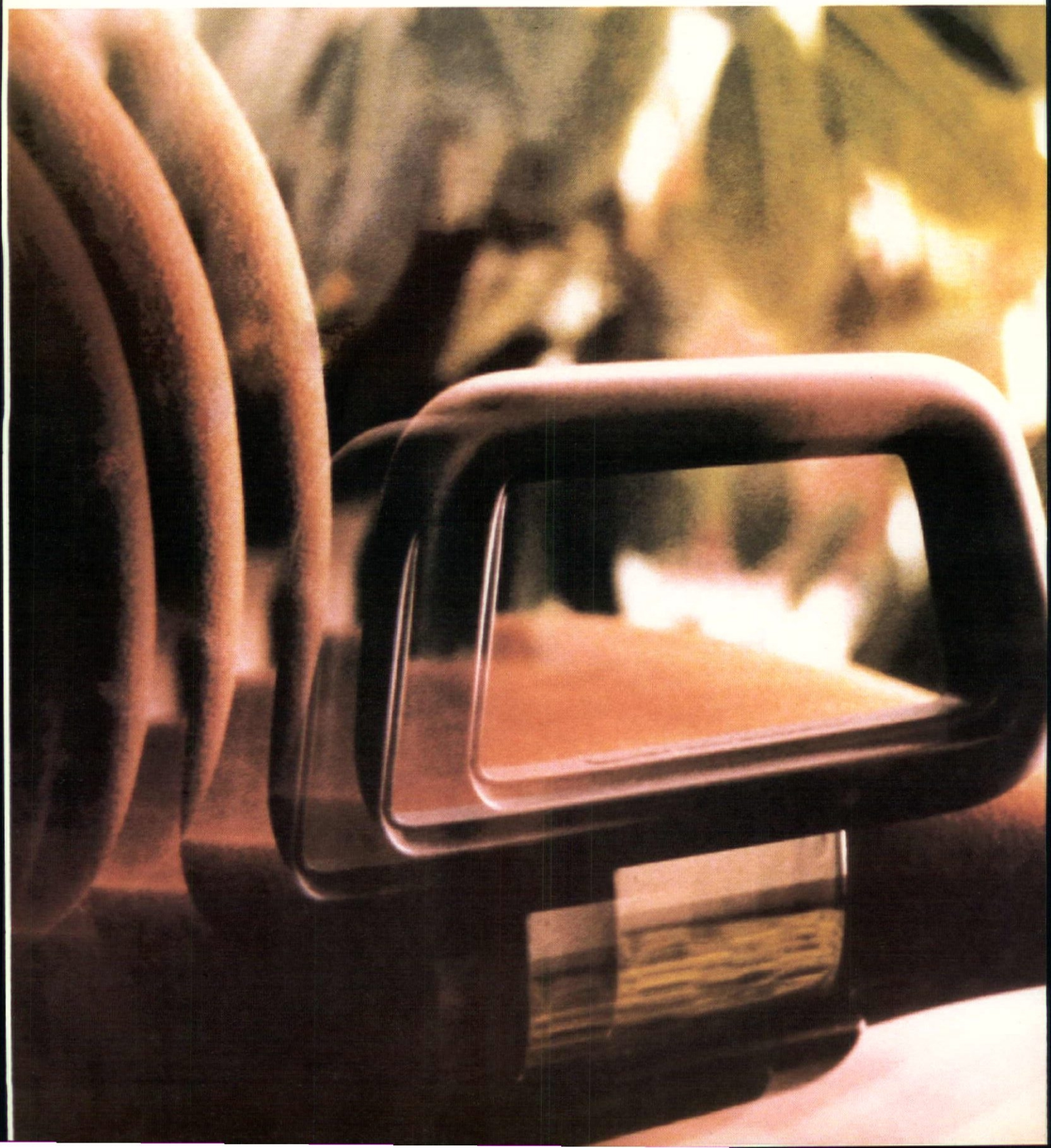
At the heart of the unique ReActa control is a concept called "reactive seating." The chair automatically reacts to the normal changes in the sitting body with a subtle, reassuring isometric action, so natural that it is unnoticeable. It is also available with a fixed back or with standard tilt-back control. A companion word-processor chair completes the total ReActa system.

MADISON



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ASID chapters back FIDER research study

New York — Four ASID chapters are providing small grants for a current Foundation for Interior Design Education Research project, the Study of Two and Four Year Programs in Interior Design. The study is part of FIDER's commitment to address the needs of a young and evolving interior design profession, and will determine the educational differences associated between two and four year programs. Chairman of the project is Dr. Kate Ellen Rogers, FIDEC, of the University of Missouri. The four supporting ASID chapters are: Illinois, N.Y. Metropolitan, California-Los Angeles through its C.I.I.D. Foundation, and the Florida South Chapter.

Toronto Symposium: Planning office environment for people

Philadelphia — Dramatic changes were brought to the office environment during the last decade, and careful attention to the human factor is of utmost importance, according to R.A. Park, Chairman of the Office 'Landscape' Users Group. "Office planners should be concerned about their functional needs, speech privacy potential, status, lighting, and intercommunication when planning an office environment," he states.

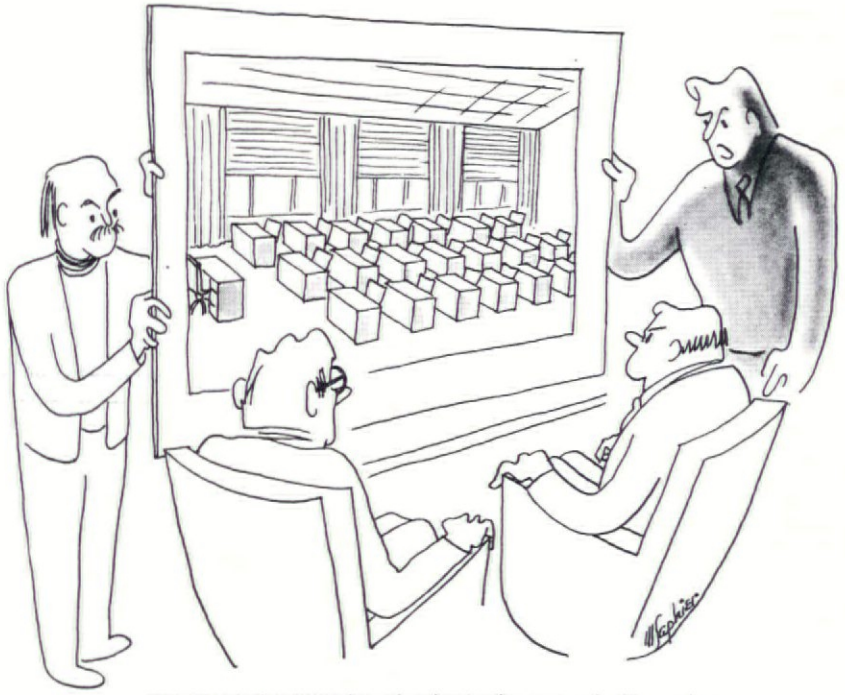
At its 23rd symposium in the Sheraton Centre, Toronto, June 3-6, 1980, the Users Group members will address themselves to these concerns and optimum solutions to changing needs in a flexible office environment. Particular attention will be paid to the open landscape concept as a total planning process.

Robison appointed to AIA committee post

Coral Gables — Ronald W. Robison, AIA, was appointed by the American Institute of Architects to serve as 1980 vice chairman of the Committee on Interior Architecture. Created in 1977, the national committee of the AIA seeks to improve the profession's capacity to understand, coordinate, and manage interior design. This year, the committee will conduct several conferences on interior design, the next one to take place prior to Designer's Saturday, which is held in October. Robinson is president of Robison & Associates, Inc., a Coral Gables based architecture, planning, and interiors firm.

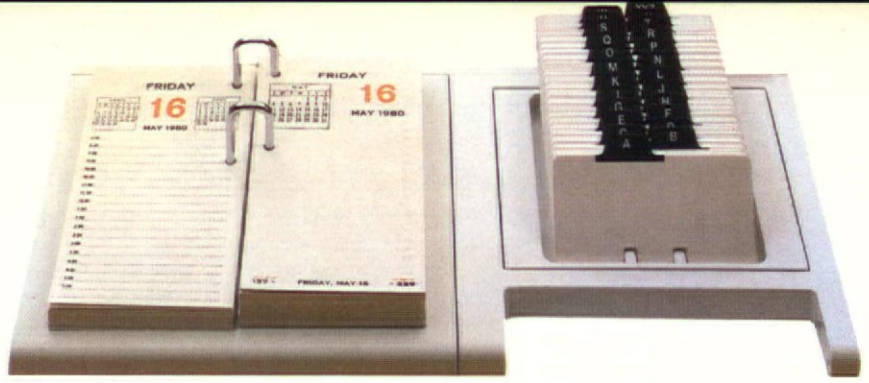
Expansions: Vecta expands with new 322,000 sq. ft. plant

Occupancy of **Vecta Contract, Inc.**'s new 322,000-sq.-ft. air-conditioned facility is planned for July of this year. All operations will be combined in the new plant .... **Columbus Mills** will increase its current capacity by 50 percent with an expansion program for its manufacturing and service facilities. Approximately 60,000 sq. ft. will be added to the present facilities, with construction scheduled for completion this fall.



"We think the interplay of color in the general office scheme will get more emphasis if blondes are seated in the left row, brunettes in the center, and redheads in the right row."

◀Circle No. 22 on reader service card for Madison



Compaxx™ clears the desks



Form and function are designed right in.

We asked executives and office workers what they wanted most in desk accessories. They said (1) organization, (2) easy access, (3) space savings and (4) eye appeal.

We asked designers and they told us (1) crisp styling, (2) freedom from the clutter which detracts from a designer's original visual concept and (3) client acceptance.

We asked. Then we created Compaxx.™

Calendar, memo pad, pencil cup, magnetic paper clip dispenser, utility scoop in one compact, superbly conceived organizer. Plus internal space for irksome odds 'n ends. Optional ashtray or card file fits right in. And easy-access letter-trays, legal size, complement the concept.

The look is timeless. Functional. In "right" colors to blend with any office environment.

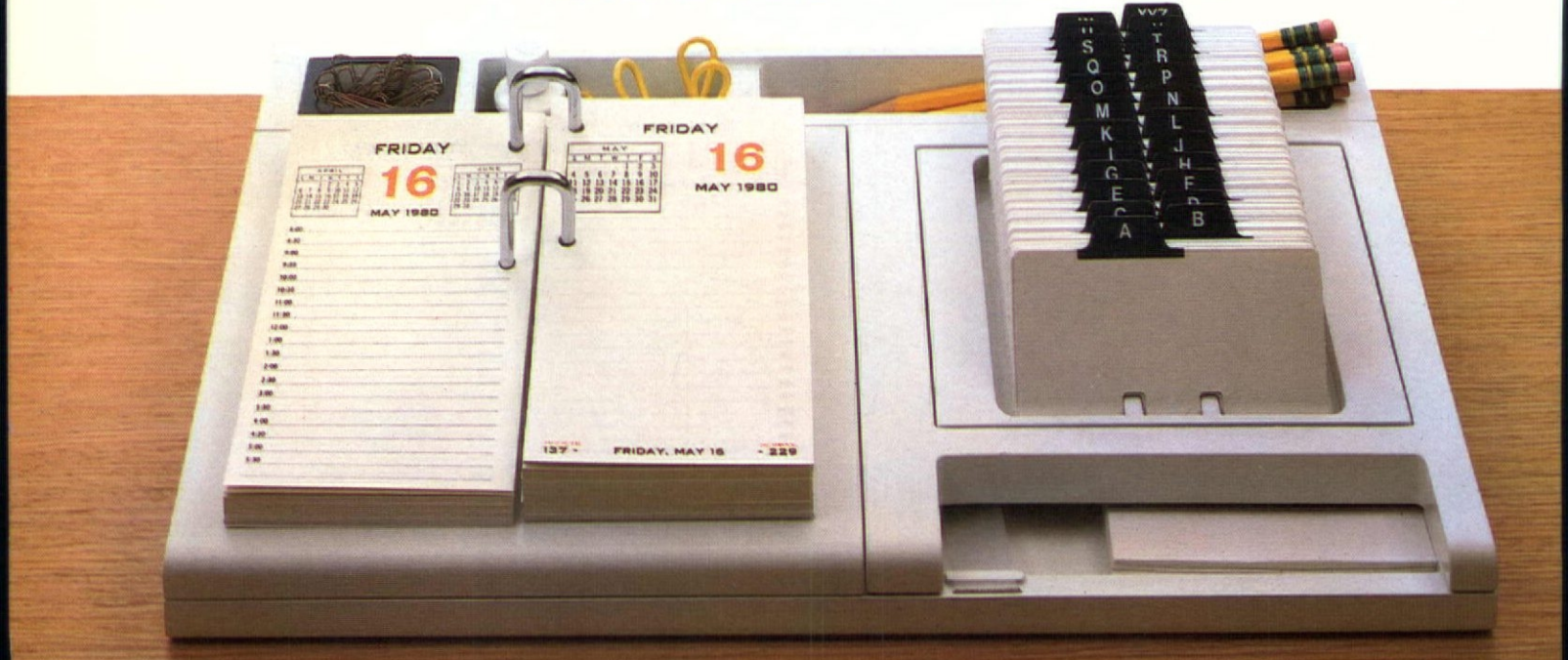
Compaxx is a specification your clients will appreciate. A smart choice backed by strong consumer advertising and an introductory promotion that can mean bonus profits for you.

Write or call now for full details on Compaxx and the introductory "Clean Sweep" promotion.

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Tenex

Tenex Corporation
1850 E. Estes Ave., Elk Grove Village, IL 60007
Phone (312) 439-4020



Available in Black, Brown, Putty, White. Shown with optional card file.

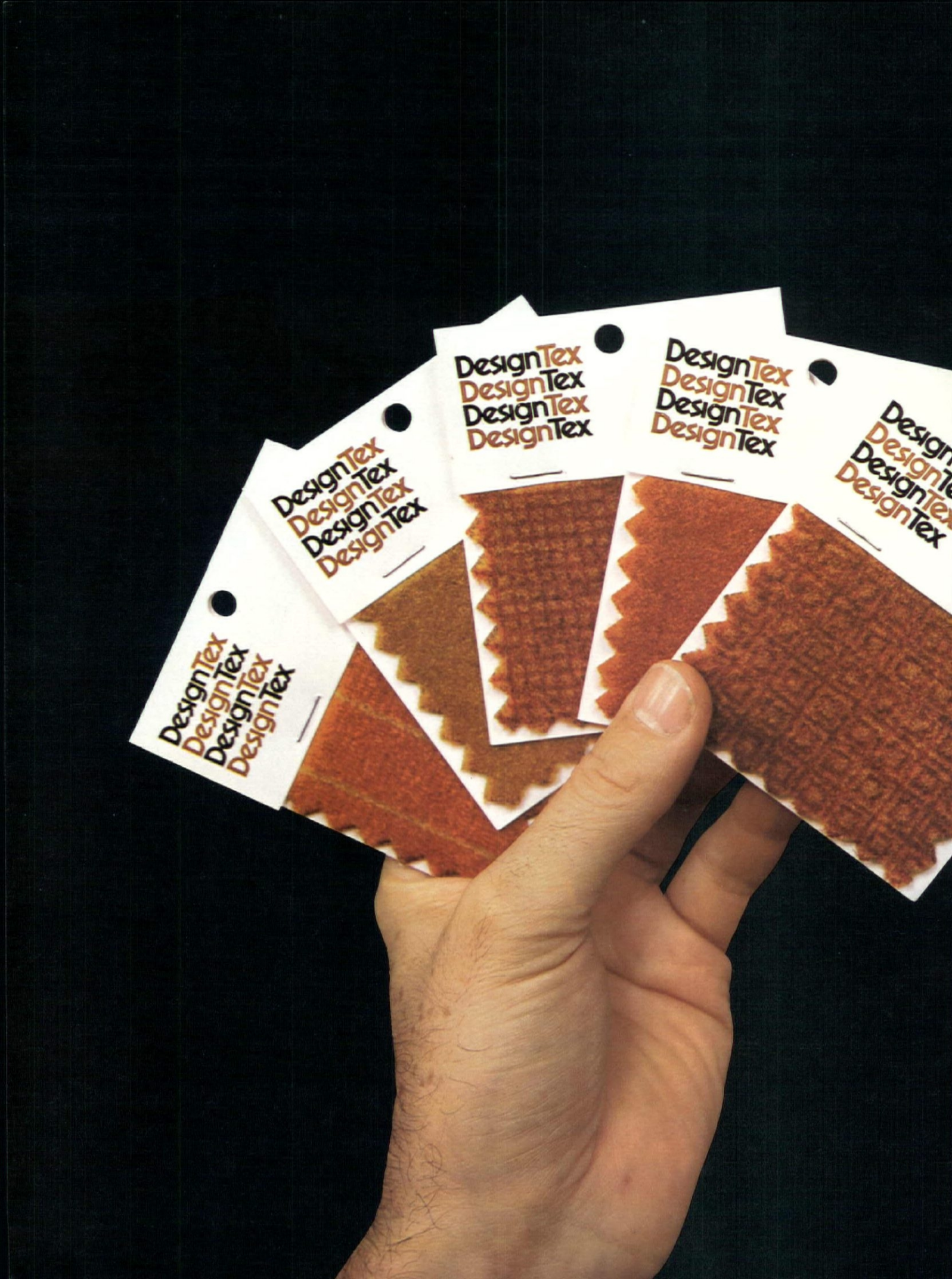
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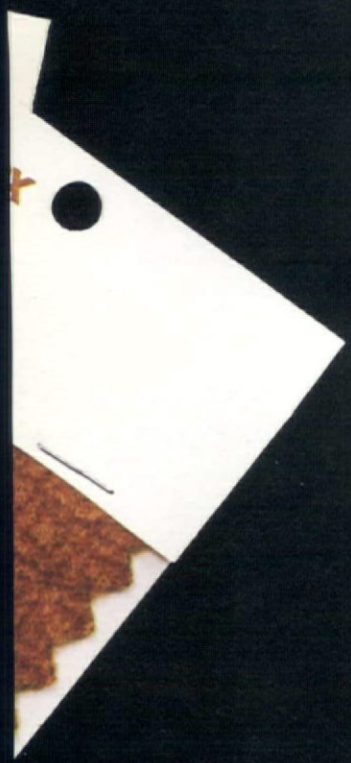
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DesignTex
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DesignTex



The royal plush!

New wool plushes
from DesignTex,
styled by Hazel Siegel.
59 coordinated
upholstery/wall covering
fabrics in 3 woven patterns,
plus solid colors.
Stack the cards
in your favor.

DesignTex
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DesignTex
DesignTex™

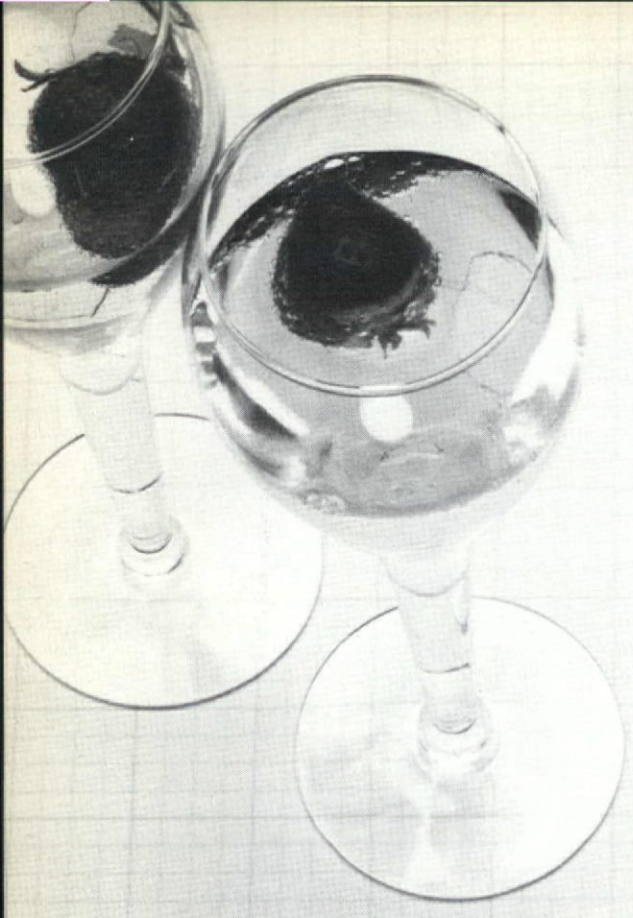
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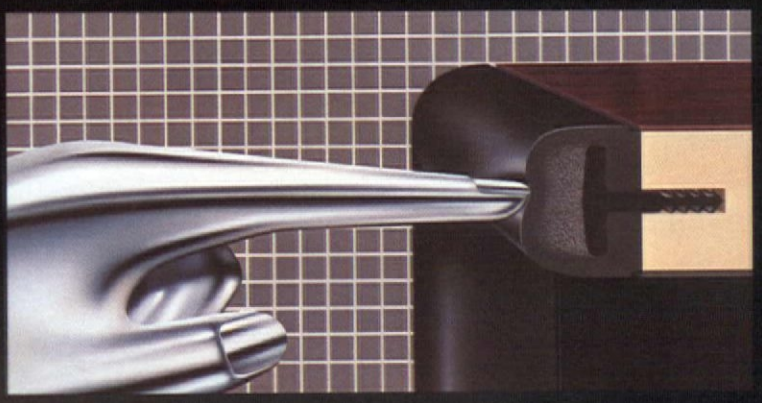
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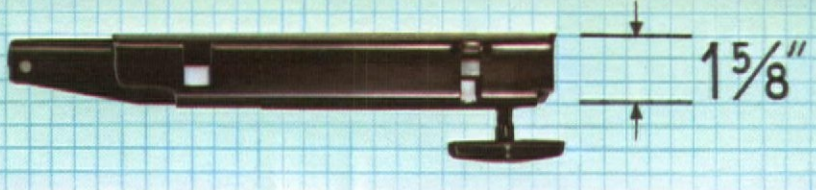
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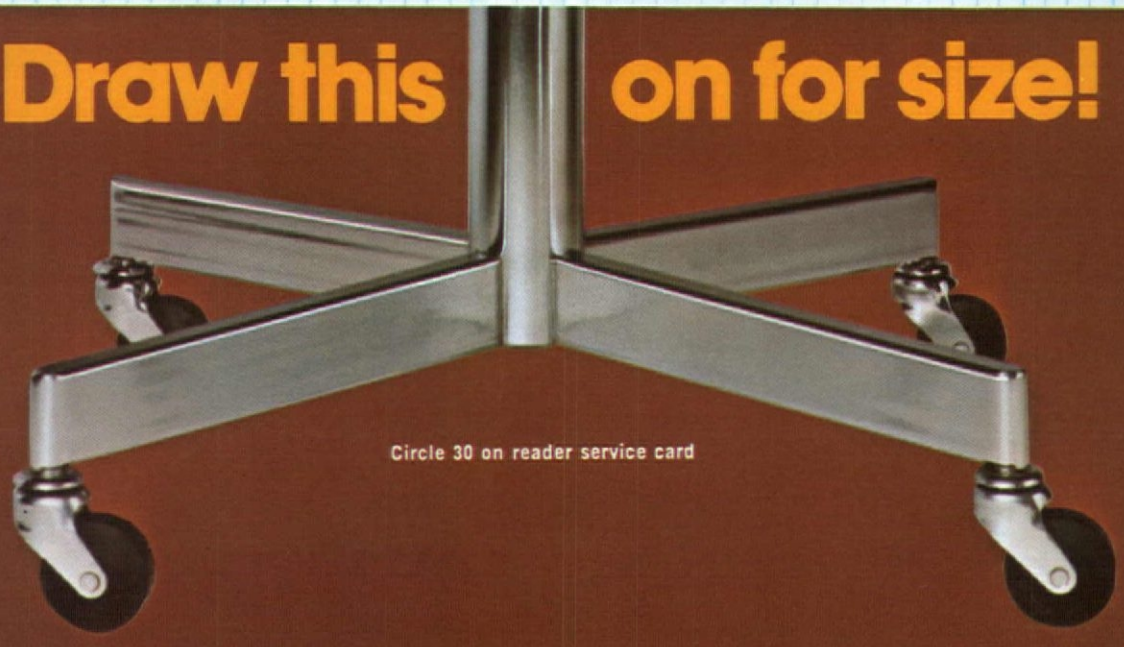
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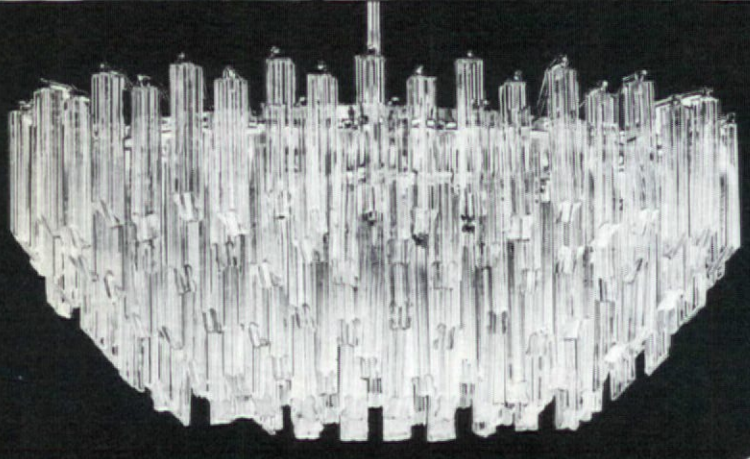
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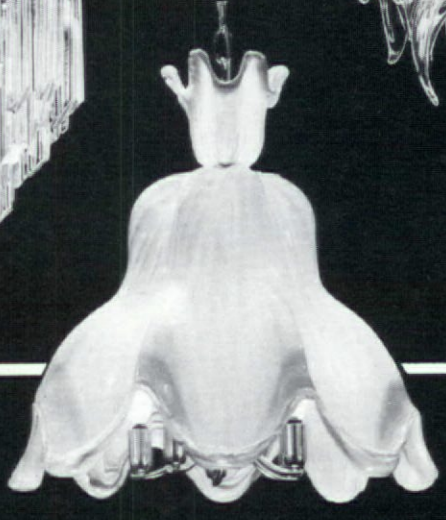
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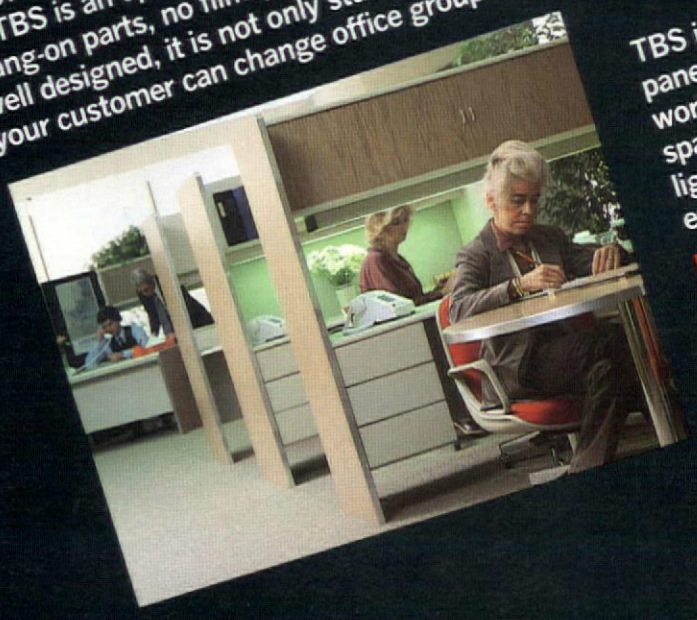
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Competitions: Designing a Room Of One's Own

• Seven leading figures in the design field will judge "A Room Of One's Own" competition, sponsored by John Stuart, John Widdicomb Co. It is open to the Fashion Institute of Technology, New York School of Interior Design, Parsons School of Design, and Pratt Institute students. Design solutions will be judged by designers Mario Buatta, Joseph Freitag, Robert Metzger, Bebe Winkler, and Susan Zises; Alan Buchsbaum, architect, and Sherman Emery, editor of Interior Design magazine. The first prizewinner's room design will be constructed and displayed in the John Stuart, John Widdicomb showroom, and photographed for publication in the fall. Cash prizes of $1,500 for first prize, $1,000 for second, and $500 for third, plus two honorable mentions of $100 each will be awarded. For further information: John Stuart, John Widdicomb Co., 979 Third Ave., New York, NY 10022, or Elke Kasman (212) 752-6560.

Deadline: June 1, 1980.

• National recognition, local publicity, and cash prizes will go to winners of this year's third annual Decorating with Photography Design competition, co-sponsored by Eastman Kodak Co. and Professional Photographers of America. Entries must show actual installations of photography in design in either contract or residential interiors. Cash prize of $1,000 plus round-trip airfare to the 1980 PPofA convention in Atlanta will be awarded the first prize winners in the business and residential catagories. Another 20 cash prizes of $100 each will be given runner-up winners. For information write: Linda Sommerfeld, Decorating With Photography Design Competition, Professional Photographers of America, Inc., 1090 Executive Way, Des Plaines, IL, 60018; (312) 299-8161. Open to interior designers, architects, and photographers.

Deadline is June 16, 1980.

• A total of $10,000 will be awarded to winners of the National Association of Mirror Manufacturers' First Annual Competitions for the most imaginative, attractive, and functional application of structural mirrors in interior design applications. The competition, open to ASID Professional and Associate Members, will cover contract and residential installations with $5,000 awarded to winners of each category. Entry forms and information available from: Otho S. Shaw, ASID, professional advisor, National Association of Mirror Manufacturers, 5101 Wisconsin Ave., N.W., Suite 504, Washington, DC 20016.

Deadline is May 30, 1980.

Deadlines for previously announced competitions:

• **June 2, 1980.** Fourth Annual Halo Lighting Competition. Halo Lighting, 400 Busse Road, Elk Grove Village, IL 60007. Att: Sue Causey.

• **June 30, 1980.** Second annual Flexalum ASID Design with Blinds Competition. ASID/Flexalum Design Competition, Siesel Co., Inc., 845 Third Ave., New York, NY 10022.

Shelby Williams exhibits at British contract show

London — Manfred Steinfeld, board chairman and chief executive officer of Shelby Williams Industries, recently predicted that the contract seating manufacturer will chalk up more than one million dollars in sales in the United Kingdom this year. Steinfeld attended a special contract show in the U.S. Embassy's Exhibit Hall in London, and staged by Claridge Furniture Co., Ltd., which represents Shelby Williams. The show was opened by Luther Hodges, Deputy Secretary of Commerce in charge of foreign trade. American of Martinsville, Bassett, and Century also showed products.



Manfred Steinfeld, board chairman of Shelby Williams; Linda White, contract sales manager, Claridge; Luther Hodges, U.S. Department of Commerce; Robert White, Chairman of Claridge; and Paul Steinfeld, vice president, Shelby Williams, attend a special showing of contract furniture at U.S. Embassy in London.

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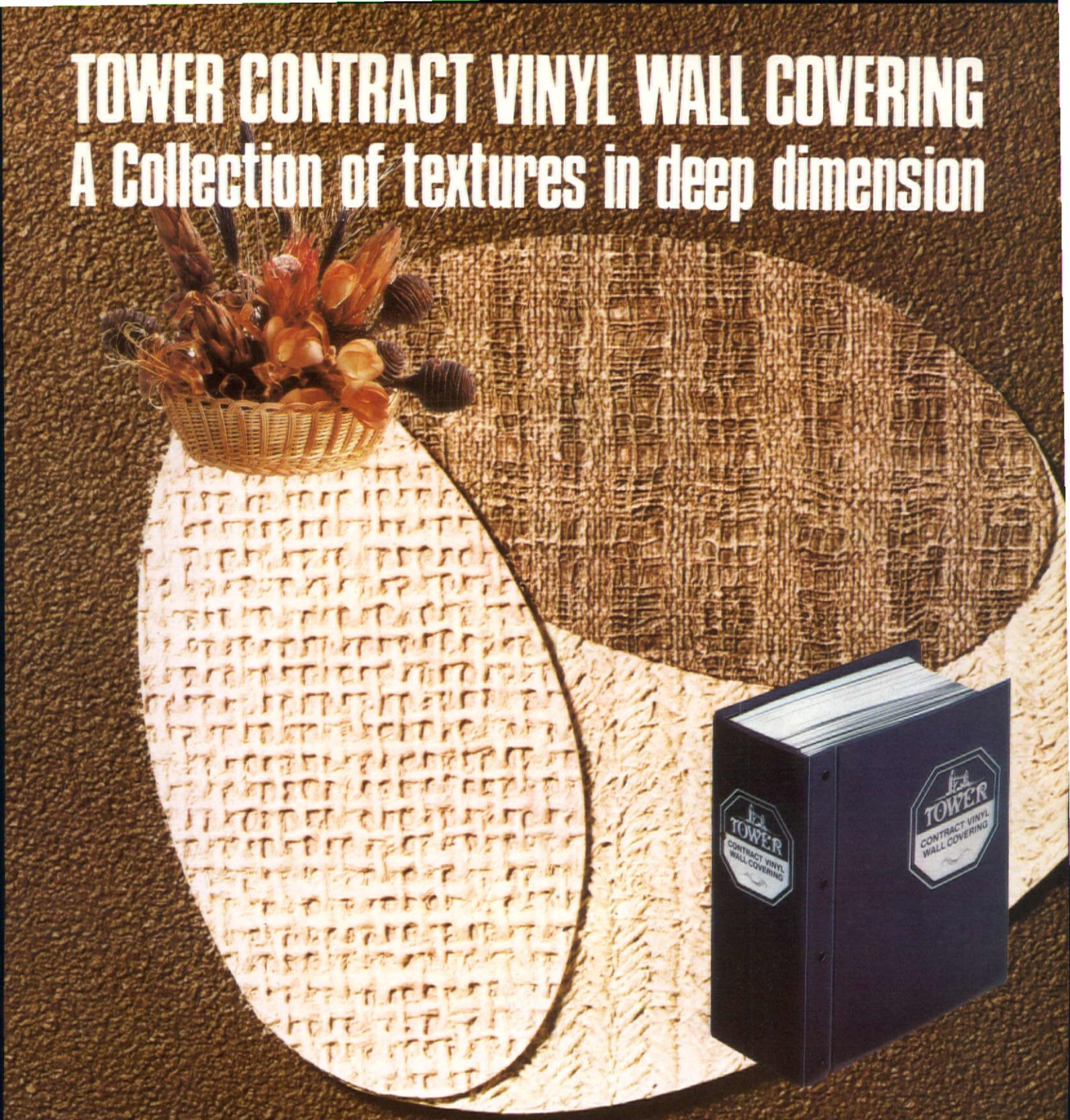
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A Collection of textures in deep dimension

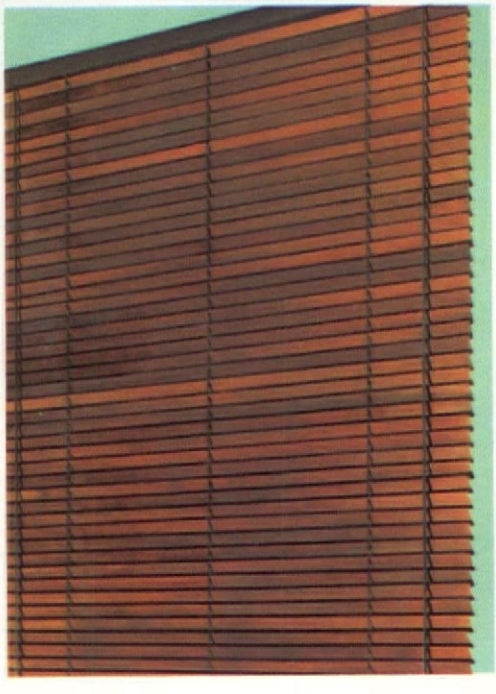


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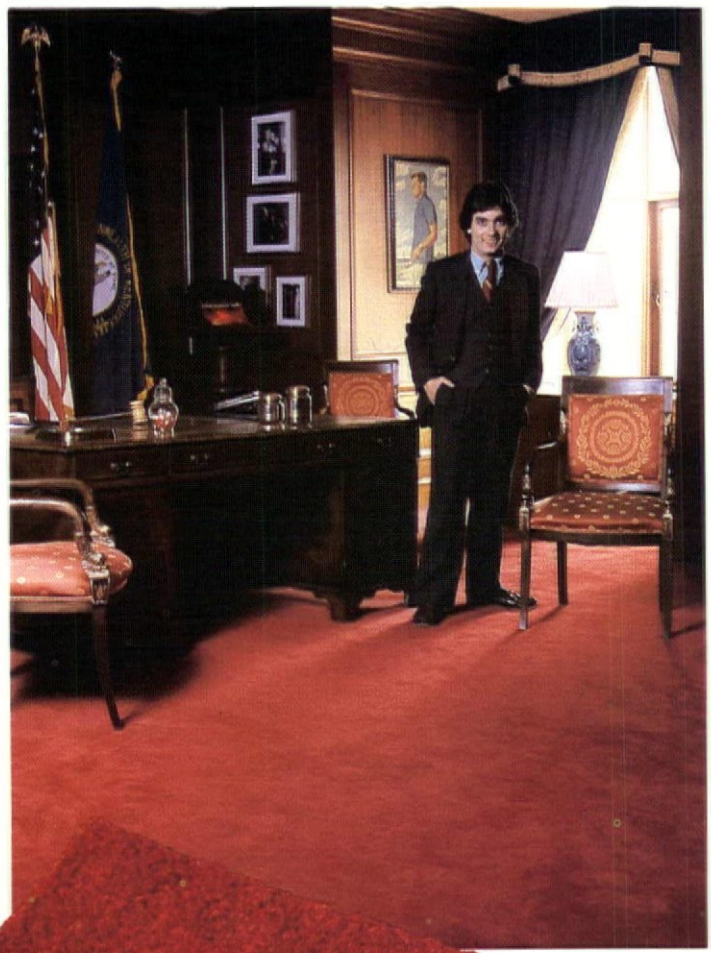
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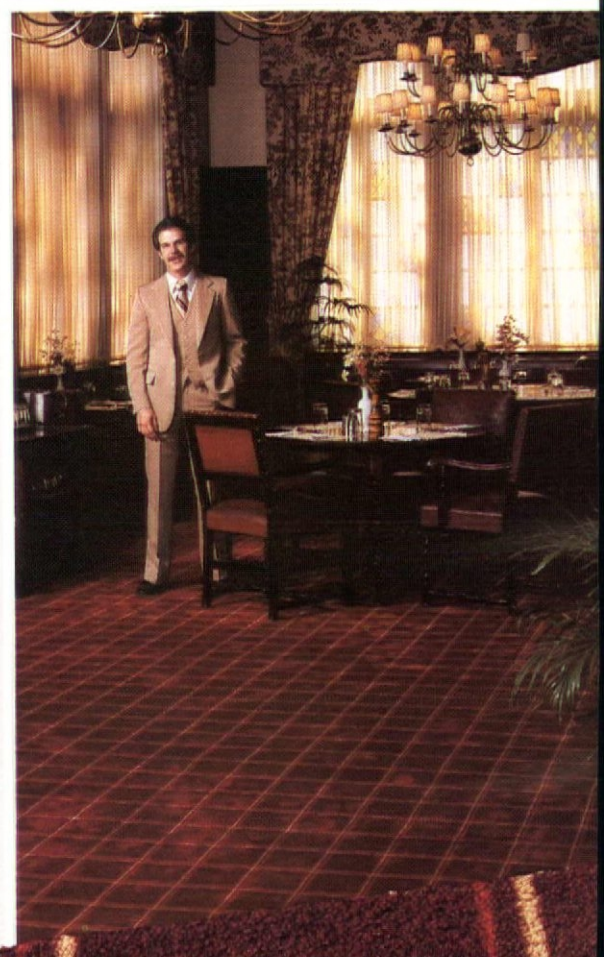
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Carl Kaufman, Vice President, Norman DeHaan Associates, Inc., Chicago



For the Governor's executive suite . . . a traditional match: Alston

Wayne Jenkins knew exactly what he wanted for Kentucky Governor John Y. Brown's office. Carpet that was elegant, practical and a good match for a pair of brilliant, cardinal red empire chairs. Alston: Charleston's deep plush, sheared cut pile. Made of long wearing, soil hiding Anso-X Naturaluster nylon with Anti-Stat. Looks good. Wears well. And comes in 24 other timely colors. Or may be specially colored for your perfect match.

For Stix, Baer, and Fuller . . . a colorful match: Highlands from the Customatics Collection

Designers Ed Rizzo, Gerald Vest, and Ray Pape found their match in one of a dozen patterns from Customatics. It's a rich burgundy — with fine tracery lines of red and beige — so it blended perfectly with the draperies and paneling. More, it was the kind of carpet you could almost put down and forget. Stain resistant. Anti-Stat. Dense, Anso Naturaluster continuous filament nylon. For your perfect match, custom colorways for as little as 100 square yards.

For the Chatham Condominia . . . a custom match: Charleston's Bordered Corridor Carpet

A rust, orange and cream colorway. Tough long-wearing Anso Naturaluster pile with Anti-Stat Scotchgard and a five-year limited wear warranty . . . everything that designer Carl Kaufman wanted for this sophisticated suburban Washington setting. Again, from Charleston's Customatic Collection.



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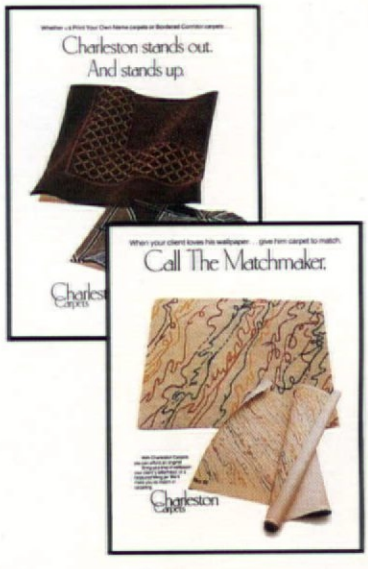
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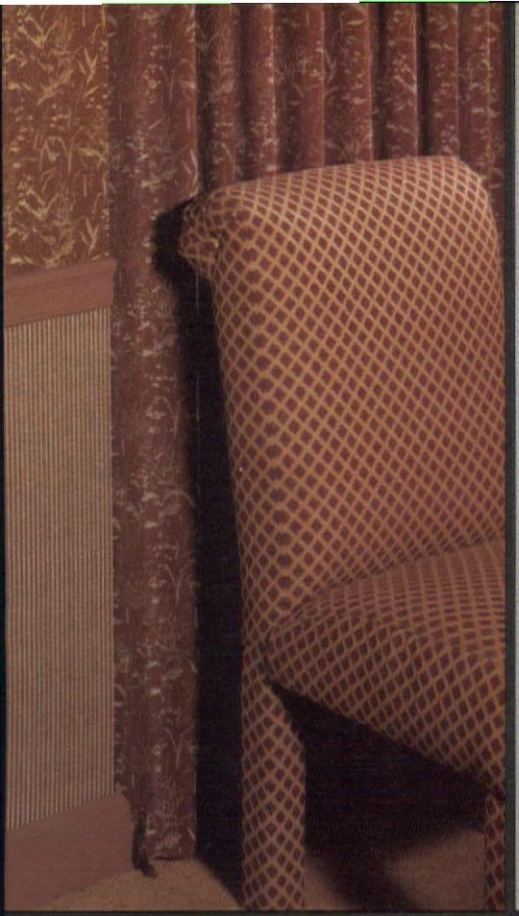
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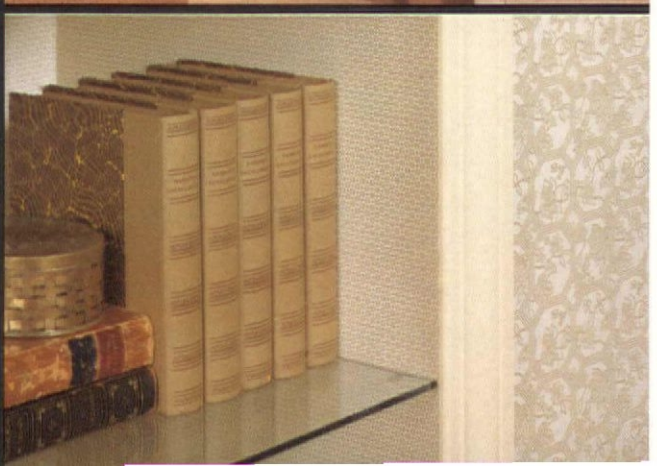

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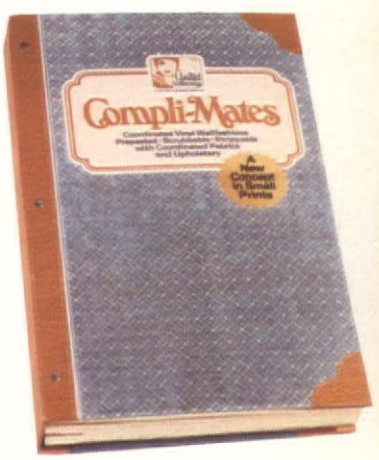


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We've coordinated our wallfashion collections . . . so you can coordinate your sales! Now a stylish new book offers harmonizing patterns, companion fabrics and heavyweight upholstery. In short, everything that's needed to create an outstanding office setting.

United Wallcoverings *Compli-Mates* collection is the ideal choice when your customers desire an exceptional atmosphere. It can provide a subtle transition within a room . . . or even from room to outer hallway. Whatever they have in mind, *Compli-Mates* is right there. And they won't stop at buying only one pattern—which is good news for you!

When your customers want to know what's new and exciting in the '80's, let them know! Coordinated wallfashions . . . from United. We mean business.



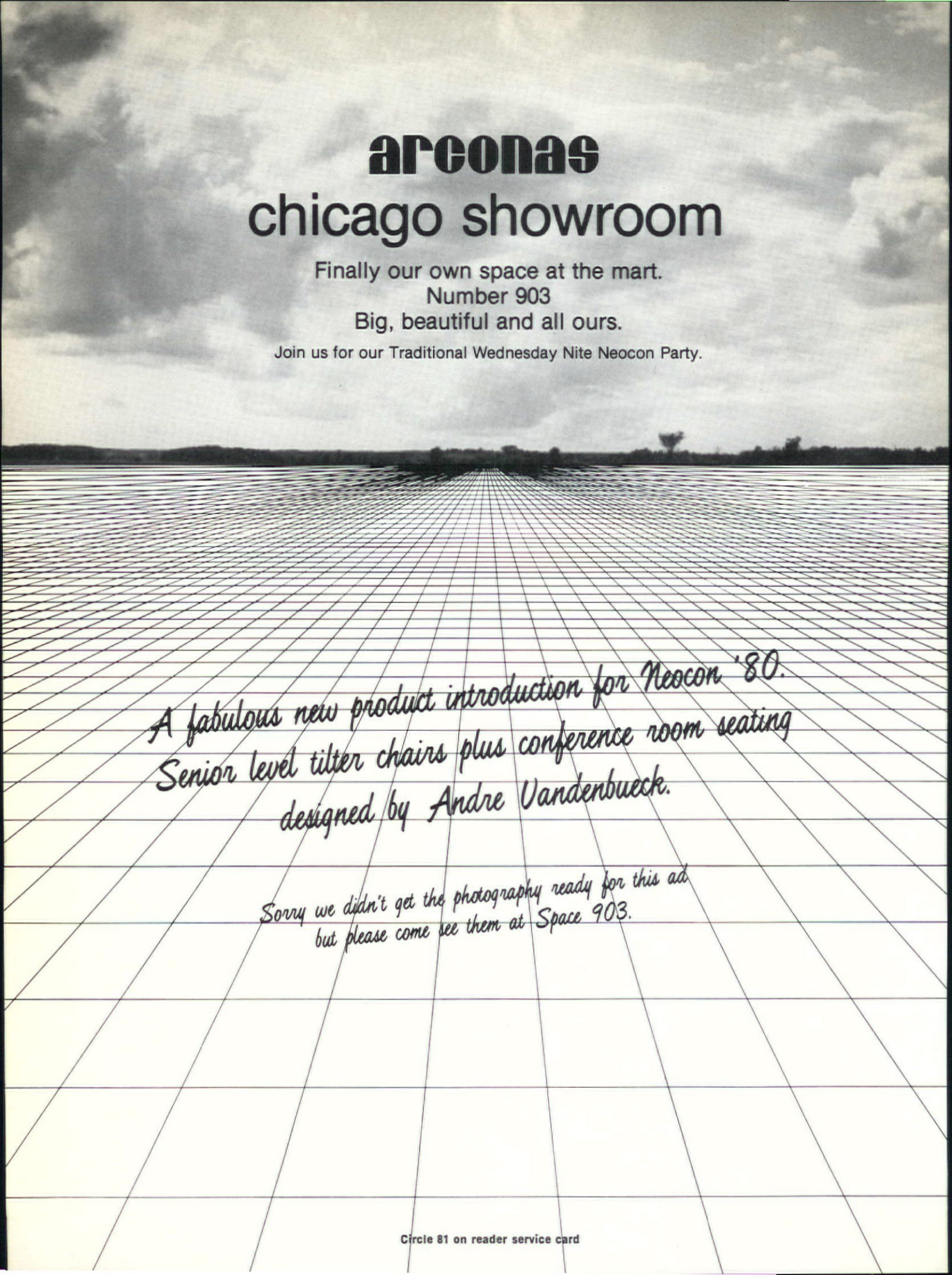
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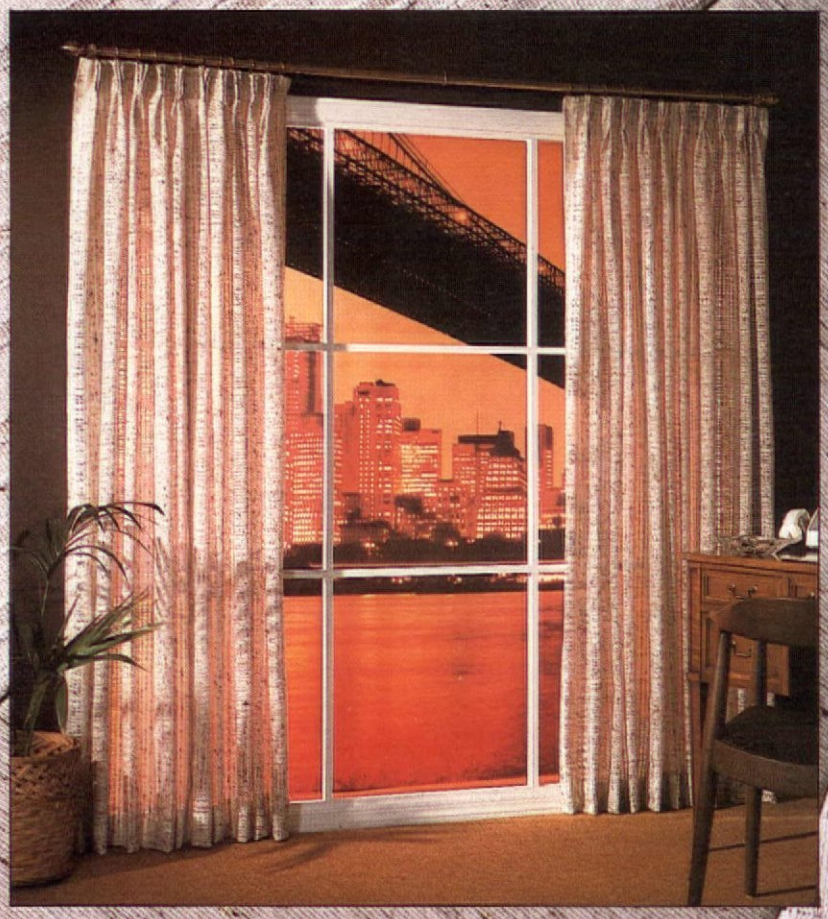
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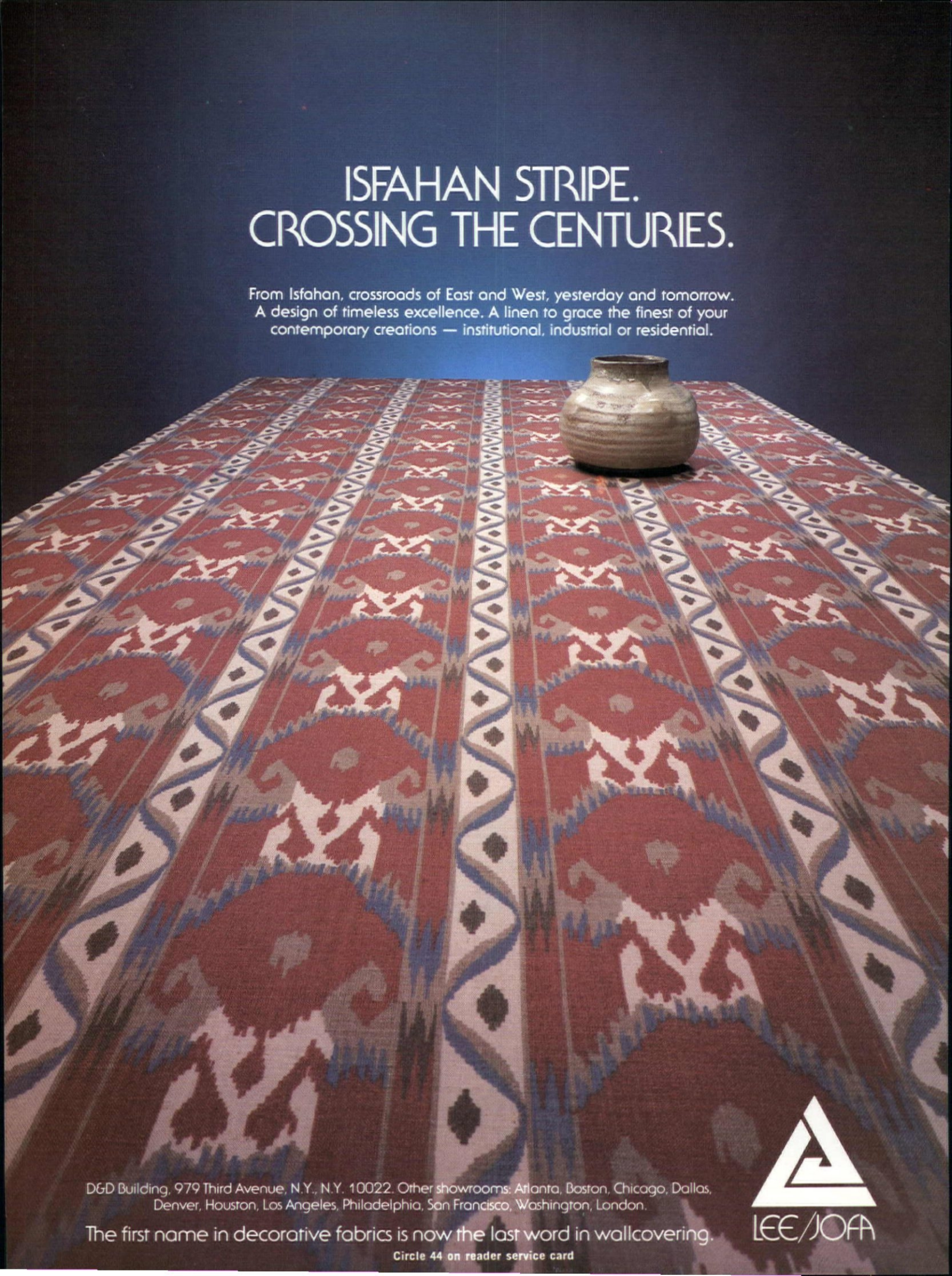
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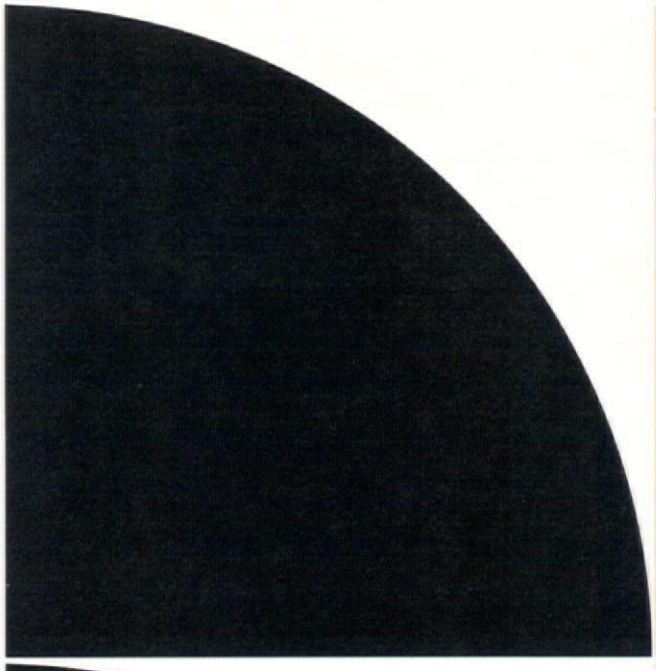
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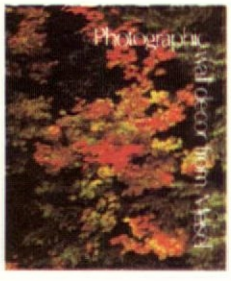
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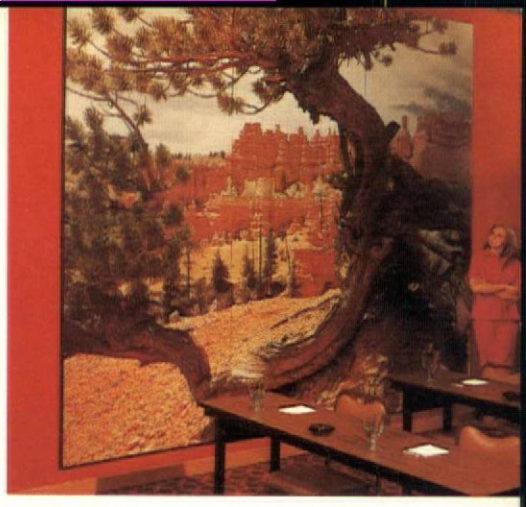
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Or, for literature and information, write Meisel Photographic Design Division, P.O. Box 222002, Dallas, TX 75222.

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PHOTOGRAPHIC DESIGN DIVISION

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A 9x27-foot mural for Omega Optical, Dallas.

One of the 16 9x22-foot murals for Pennzoil's national headquarters.



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William Krager & Associates
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Detroit MI 48224
(313) 885-8558

Sam Sarat & Associates
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South Central Region
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Atlanta GA 30319
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CONTRACT WORLD

Canadian Manufacturers exhibit at The Showplace

San Francisco — A recent two-day Canadian Contract Furniture Exhibition held at The Showplace, showcased high quality office furnishings. The show was open to architects, interior designers, and space planners. Eighteen manufacturers from throughout Canada exhibited innovative office and institutional furniture, storage, visual aid systems, and accessories. The trade event was co-sponsored by the Consumer Products Branch, Department of Industry, Trade & Commerce, Canada; and the Commercial Division, Canadian Consulate General, San Francisco. The project of Export Canada '80 was supported by the northern California Chapter, Institute of Business Designers.



Robin Bush, Robin Bush Design Inc., and Harry J. Horne, Consul General, Canadian Consulate, discuss lines at recent Canadian contract exhibition.

IBD student rally to feature designing with systems

Grand Rapids — Haworth, Herman Miller, Steelcase, and Westinghouse will each conduct factory tours and seminars on different aspects of systems approach to space planning during a student design rally to be held November 2-4, 1980. The Michigan and Ohio Regional Chapters of the Institute of Business Designers are again sponsoring the rally. A program by leading office systems manufacturers in the United States will be featured, along with knowledgeable speakers, seminars, factory tours, large group displays, and other social activities. An Allied Resources Group Display will also be held featuring manufacturers and representatives of acoustics, carpeting, lighting, wall-covering, and accessories. Professional designers will be avilable to talk with students throughout the rally. For further information: Cath McGlynn, IBD, Rapids Rally '80, P.O. Box 2383, Grand Rapids, MI 49501; (616) 456-9944.

Who Reps What: J.J. Paul appointed JG sales manager

JG Furniture Systems a division of Burlington Industries, has appointed **J.J. Paul** as regional sales manager. Paul will be responsible for sales in the northern California market .... **Berven Carpets Corp.** has named **Al Campbell** as Chicago regional sales manager with headquarters in the Merchandise Mart .... **Lettersigns** is opening in Atlanta as a distributor for **Scott Plastics Co.** ... **Richard J. Timmins** has joined **Badische Corp.** as merchandising representative to northeastern carpet mills. He will be based in New York City .... **Importex** has added two new wallcovering distributers, **Brandts Inc.,** Phoenix, and **Sophir Co.,** Omaha .... **Jeffrey P. Caplan** has been appointed Pittsburgh district sales representative for **Azrock Floor Products.** The company also appointed as Phoenix district representative **Patrick J. McIntyre** .... **Carson Pirie & Scott** has been named distributor in western Pennsylvania and the state of West Virginia for **Magee Carpet Division** of **Shaw Industries** .... **Patcraft Mills,** Dalton, Ga., has added **O'Connell Floor Covering,** Cincinnati, to its group of carpet distributors .... **Karl Mann Associates** is now represented in Detroit at the Michigan Design Center. Fabrics and wall coverings are available through **Donghia Inc.** and paintings through **Baker Furniture.** .... **Gilford Inc.** has appointed **Sean Hanrahan** as its new southeast regional manager .... **Scientific-Atlanta, Inc.** has named **Thorson Company** as its representative covering San Diego and Imperial counties in California .... **Nelson Eagle** joined **Walter Carpets** as marketing representative in San Diego. **Mark Holsten** has been appointed as the company's marketing representative for Utah and southern Idaho.

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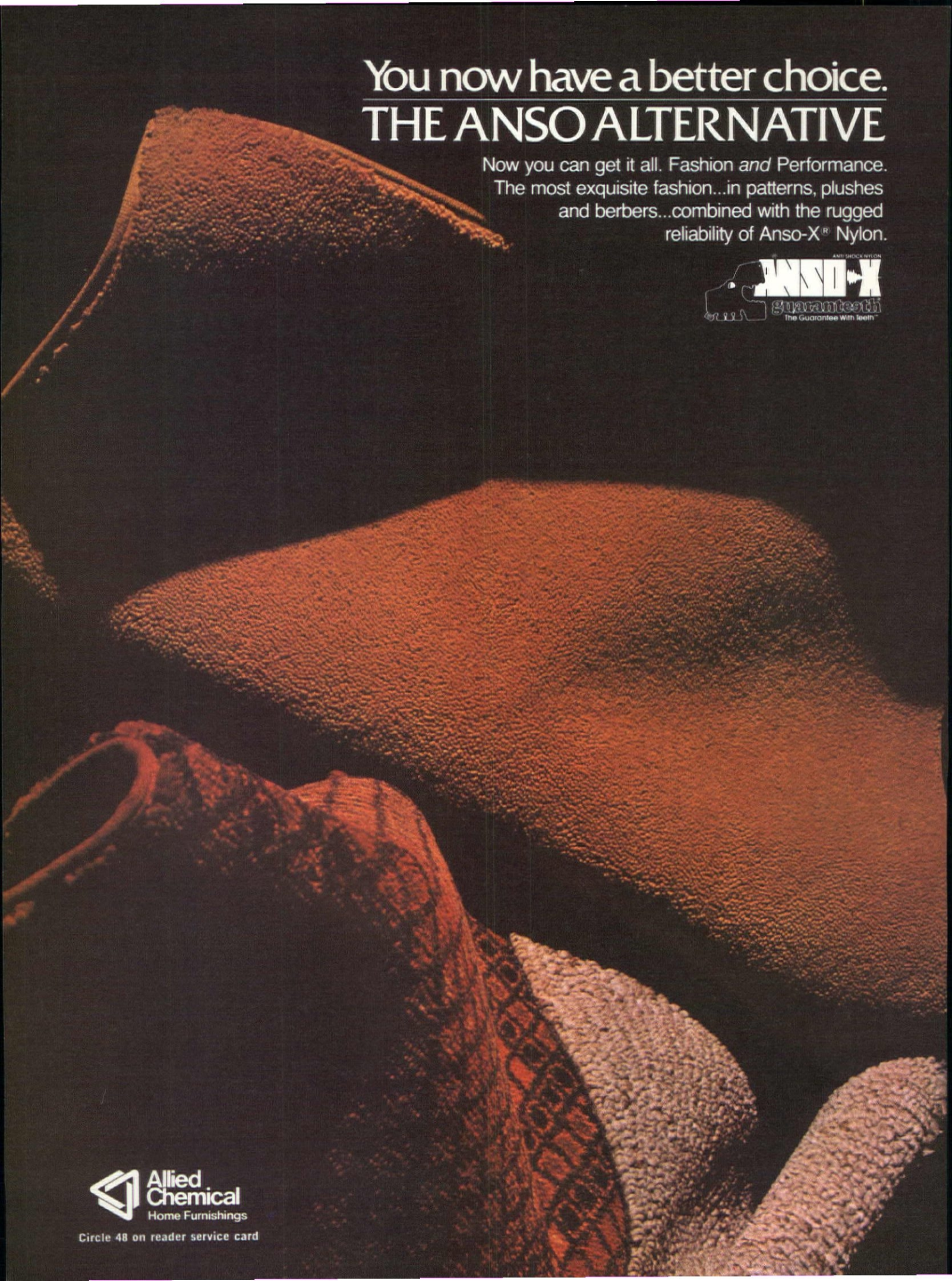
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The VPCM is just part of Pleion's open office system, which includes a wide selection of panels, components, and free-standing furniture. All are easy to install and allow for freedom of design in a functional environment.

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See us at space 1041-1042 Merchandise Mart, Chicago

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Daempa Ceilings. A look America hasn't had before.

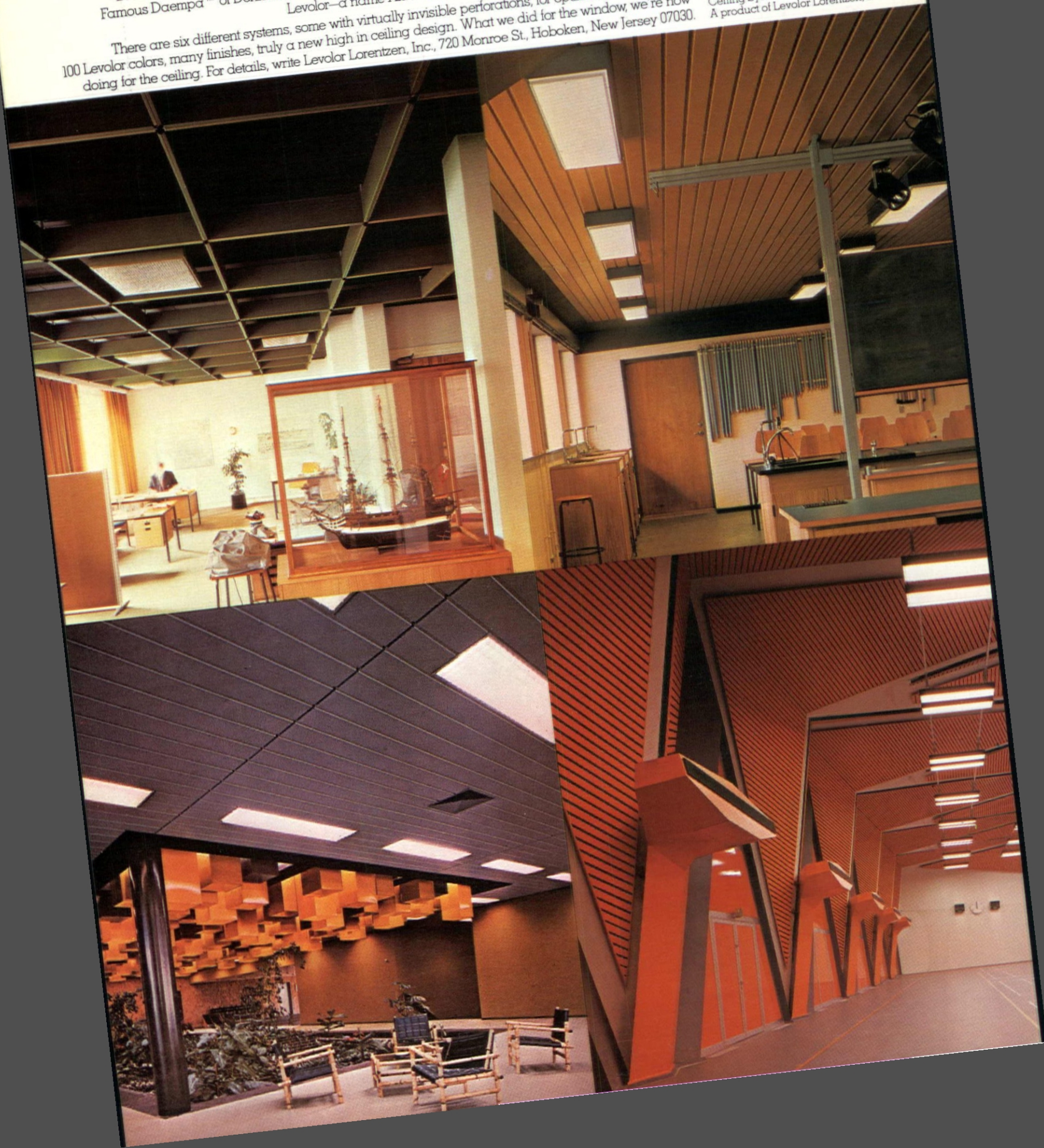
Dramatic, distinctive ceiling systems that combine European ambiance and American ingenuity. Famous Daempa™ of Denmark designs, unrivaled for beauty for decades, are now being made by Levolor—a name American architects have trusted for half a century.

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ASID schedules 31 STEP program workshops

New York — Thirty-one workshops have been scheduled by the American Society of Interior Designers to be held under the auspices of its STEP Program (Self-Teaching Exercises for Pre-Professionals). They will be conducted over the next few months in all ten ASID regions across the country. STEP workshops are designed to sharpen problem-solving skills and aid participants in evaluating design strengths and weaknesses. Workshop participation is not exclusive to ASID members. Other organizations welcome to attend include: American Institute of Architects; Institute of Business Designers; Industrial Society of America; National Home Fashions League; Interior Design Educators Council; Interior Design Institute; and Interior Designers of Ontario. Designers scheduled to take the National Council for Interior Design Qualification exam are also eligible. For further details on STEP and a listing of workshop locations, write: Diana Gabriel, STEP Coordinator, ASID, 730 Fifth Ave., New York, NY 10019.

New Assignments: 3D/I to design offices of Alfa Industries

Construction on the new 87,000 sq. ft. offices of **Alfa Industries Division,** designed by **3D/International,** Houston, is scheduled to begin this spring. 3D/I is providing architecture, engineering, interior design, and graphics services on the project, to be completed in 1981. . . . . **Guy Norman Ltd.,** Ft. Lauderdale, has been retained to design the main banking floor for the **Sun Bank** of Lauderdale Beach. The firm recently completed new offices for **Hollywood, Inc.** . . . . **William L. Pereira Associates,** Los Angeles, will design new world headquarters of **Avery International,** Pasadena, Calif. Construction for the 80,000 sq. ft. facility, estimated to cost $9 million, began in mid-March . . . . **Robinson & Associates,** Coral Gables, has been retained by **Banco Exterior De Espana** to provide architectural services for its 5,000 sq. ft. offices at the Flagship Building. The design firm is also designing the new offices of **Caribank, N.A.** in Coral Gables.

Interior design leads to varied careers

New York — Related areas of interior design were explored during a recent Education Seminar—sponsored by the Decorators Club—by design students and a panel of professionals from such diverse design fields as automotive, textiles, lighting, theater, TV, and films. The speakers, who had all begun their careers as student of interior design, were: James L. Quinlan, design manager, interior and industrial design, the Ford Motor Co.; Susan D. Bernard, home fashions coordinator, Karastan Rug Mills; Ed Wittstein, set designer and film art director; and Carlos J. Bulnes, manager of facilities planning, Shaw-Walker Co., among other talents including lighting design.

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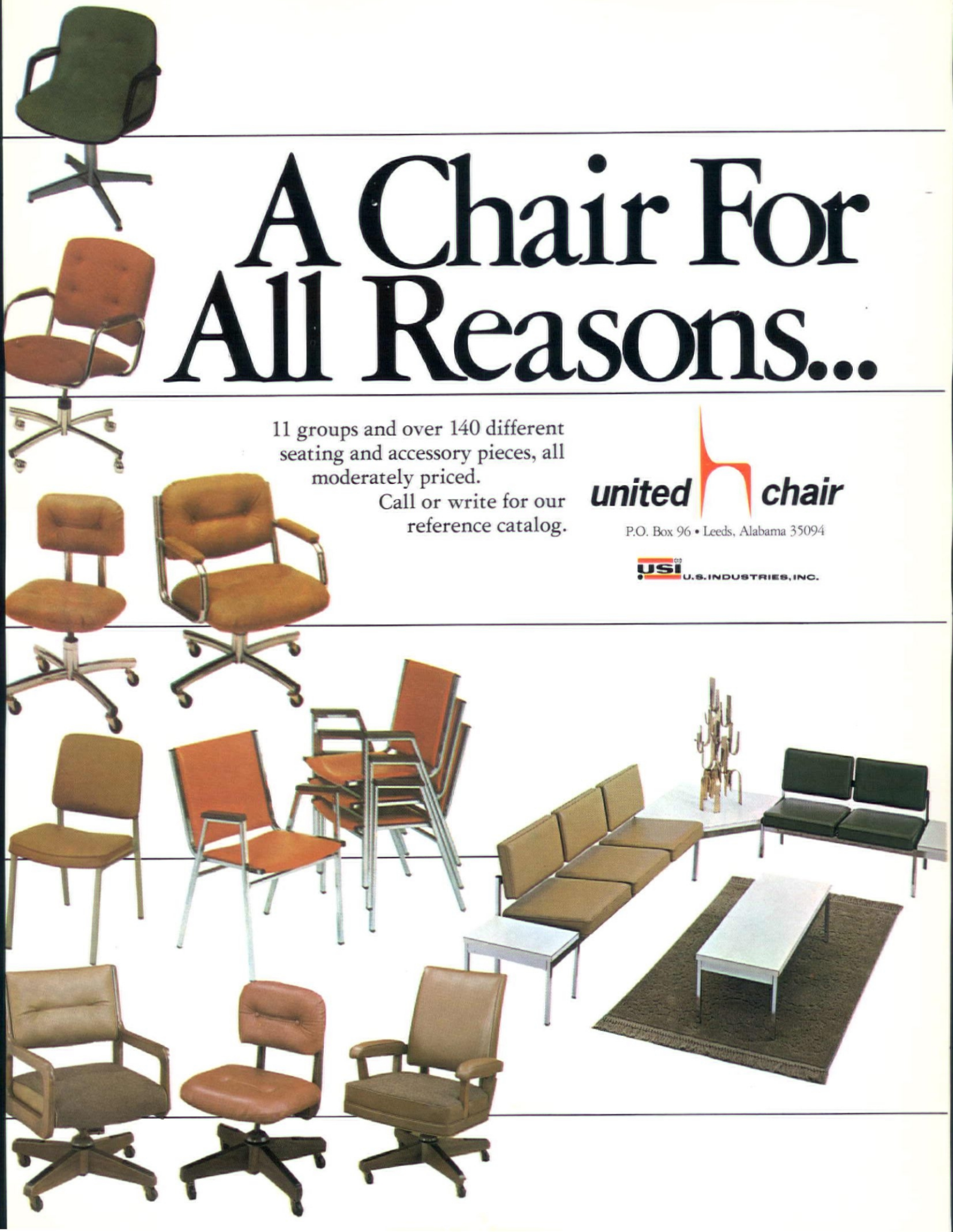
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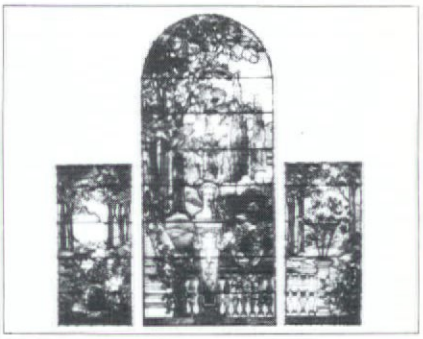
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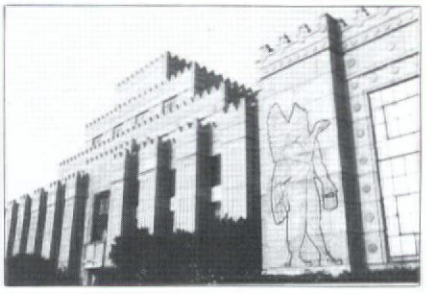
Auction to feature largest selection of architectural antiques

Los Angeles — The tenth Annual Golden Movement Emporium Auction, the world's largest auction of architectural antiques, will take place June 6-7, 1980. More than 4,000 antiques, ranging from window domes and ceilings to entire rooms, will be auctioned off during the two-day event in 250,000 sq. ft. of the former UniRoyal tire factory. More than 1,500 architects, interior designers, and antique collectors are expected to attend the event, which is estimated to gross more than $10 million.

Architectural antiques from past Golden Movement Emporium auctions are currently part of the interiors at Marshall Field's, Victoria Station restaurants, Grand Ole Opry Hotel in Nashville, and multitudes of other stores, shopping centers, corporate offices, and homes. For further information: Golden Movement Emporium, 2821 Main Street, Santa Monica, CA 90405; (212) 399-9384.



This very rare, documented Tiffany three-panel window will be auctioned off June 6-7, at Golden Movement Emporium's 10th Annual Architectural Auction.



Built in the late 1920's to resemble a ziggurat, the former UniRoyal factory will house the 4,000-plus architectural antiques to be sold this summer.

Do You Know...

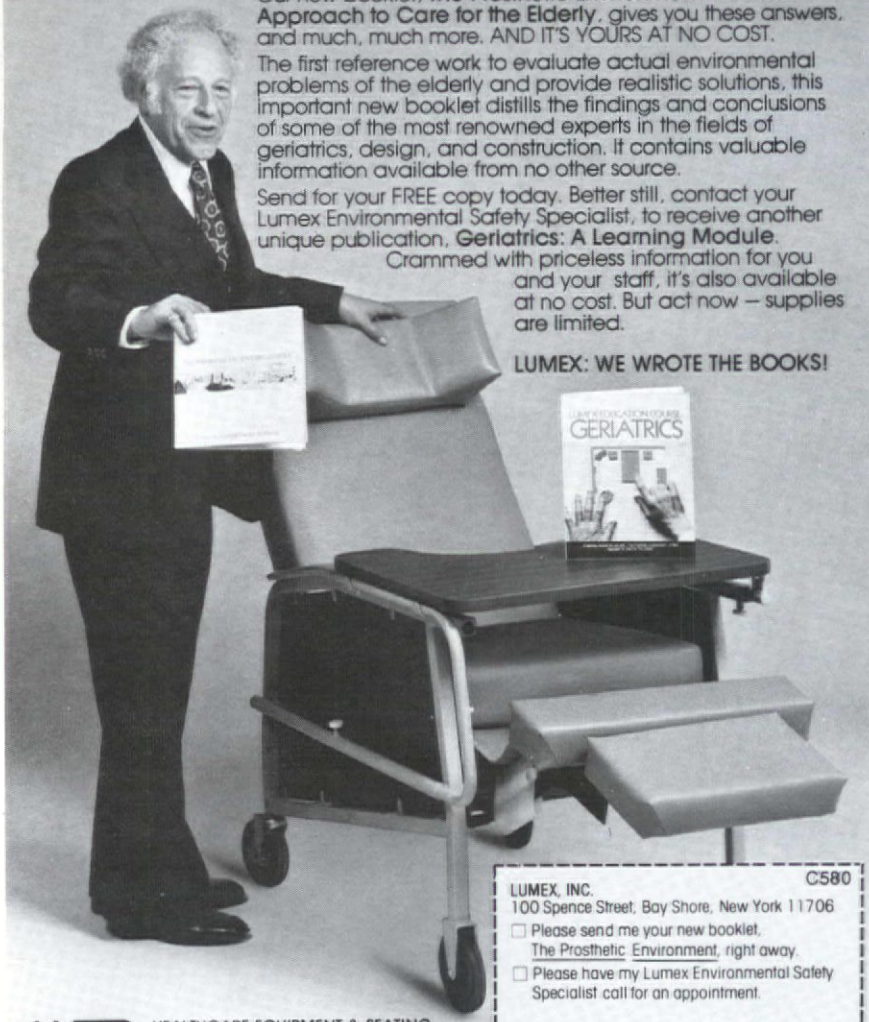
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Why the elderly have difficulty seeing the colors green and blue?
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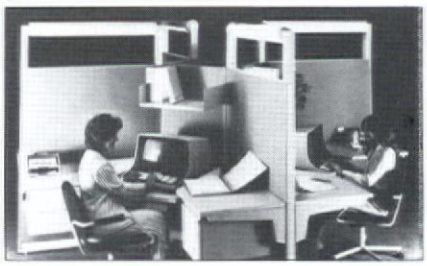
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New Showrooms: Marder & Associates Now at Marketplace

Marder & Associates, a firm serving the contract market, has recently opened a new showroom at the Marketplace in Philadelphia. The firm offers the contract designer a comprehensive source for both office furniture and finishes. Among the firms represented in the showroom are: **Perma/Grain; Insul-Coustic;** and **Mondo Rubber.** Also, **Alex Stuart; Scandaline; Nightingale; Interloc Systems; August; Brayton;** and **Smokador.**



The Interlock System by Nightingale is one of many office lines at new Marketplace showroom of Marder & Associates.

◄ Circle No. 52 on reader service card for United Chair

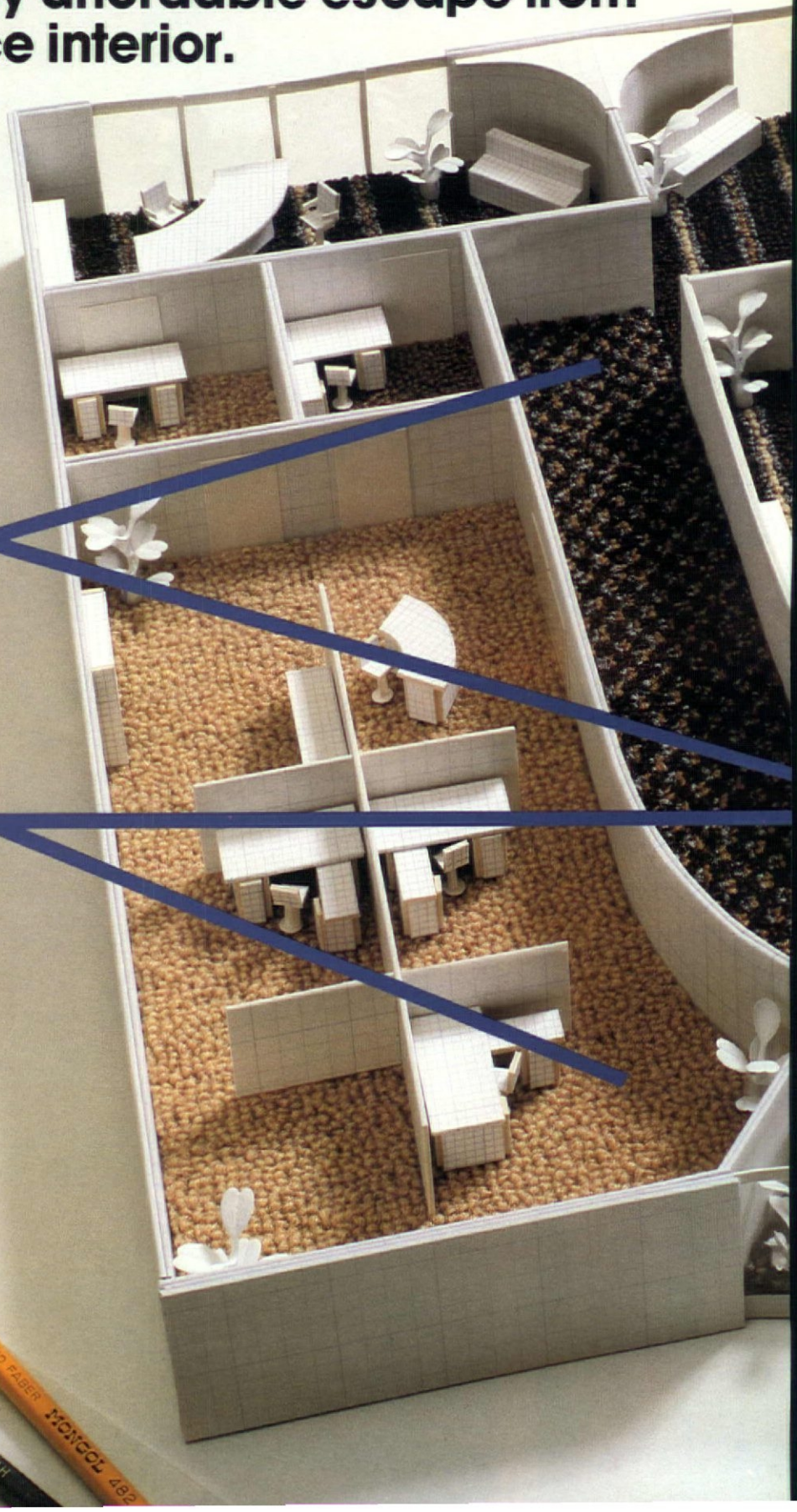
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Heath Stripe for reception areas and executive offices.

Now, Heathertex, one of the largest selling contract carpeting lines, is joined by two fabulous companion products.

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El Monte
Western Wholesale
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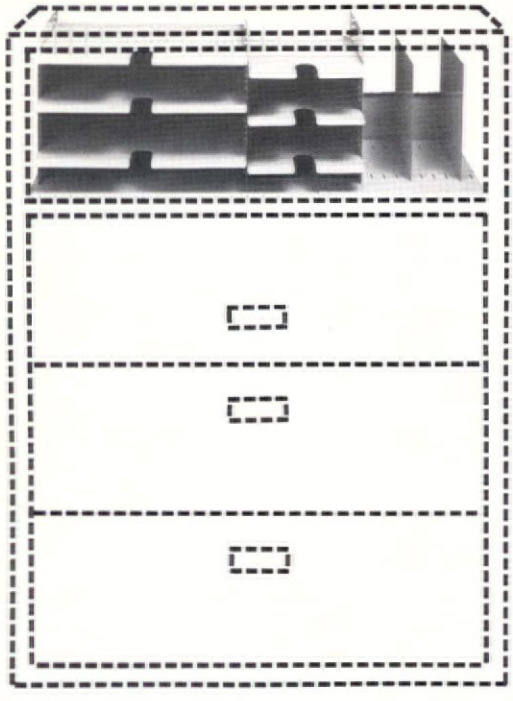
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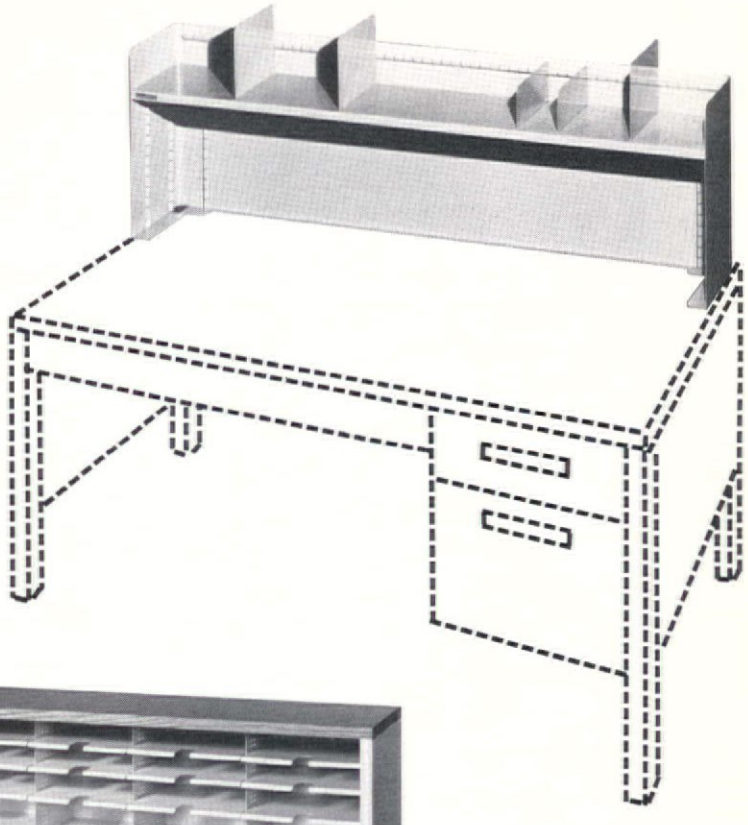


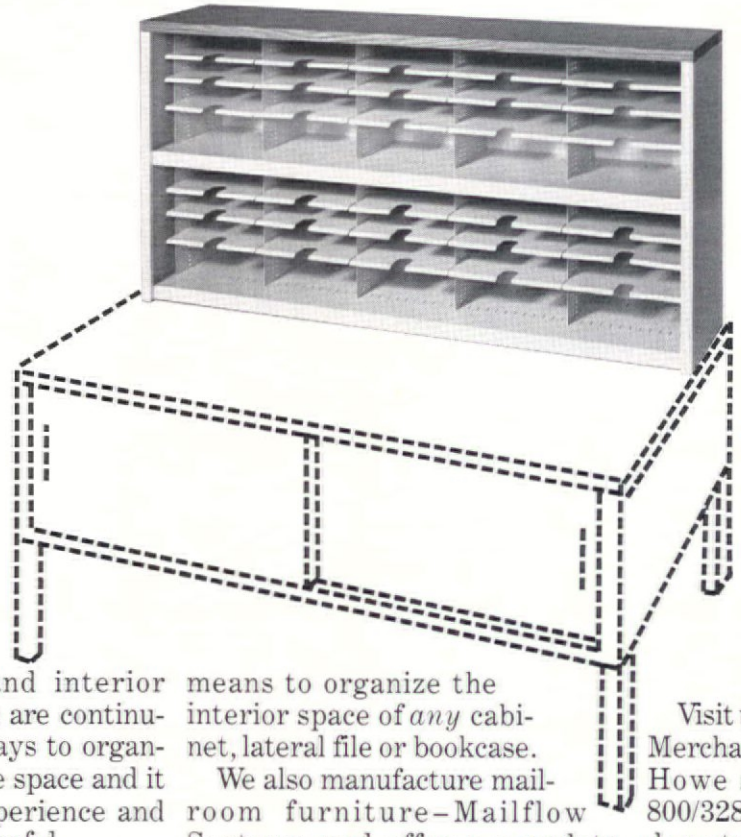
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Kwik-File has designs on your open space







We at Kwik-File would like to know architects and interior designers better. We are continually devising new ways to organize, divide and utilize space and it seems to us our experience and products might be useful.

Our first product, the Organizer, increased productivity by eliminating desktop clutter. Then came the Officemaker, storage space and privacy in a single product. Insertables provided the means to organize the interior space of *any* cabinet, lateral file or bookcase.

We also manufacture mailroom furniture–Mailflow Systems–and offer a complete mailroom planning service and a kit you may ask for, the same kind of helpful advice we've extended to a number of the country's leading corporations for their mailrooms.

Visit us at NEOCON, Suite 1000, Merchandise Mart, or call Roger Howe at our toll-free number 800/328-5711. Either way pin us down to specifics. We have designs on (and for) your open space.

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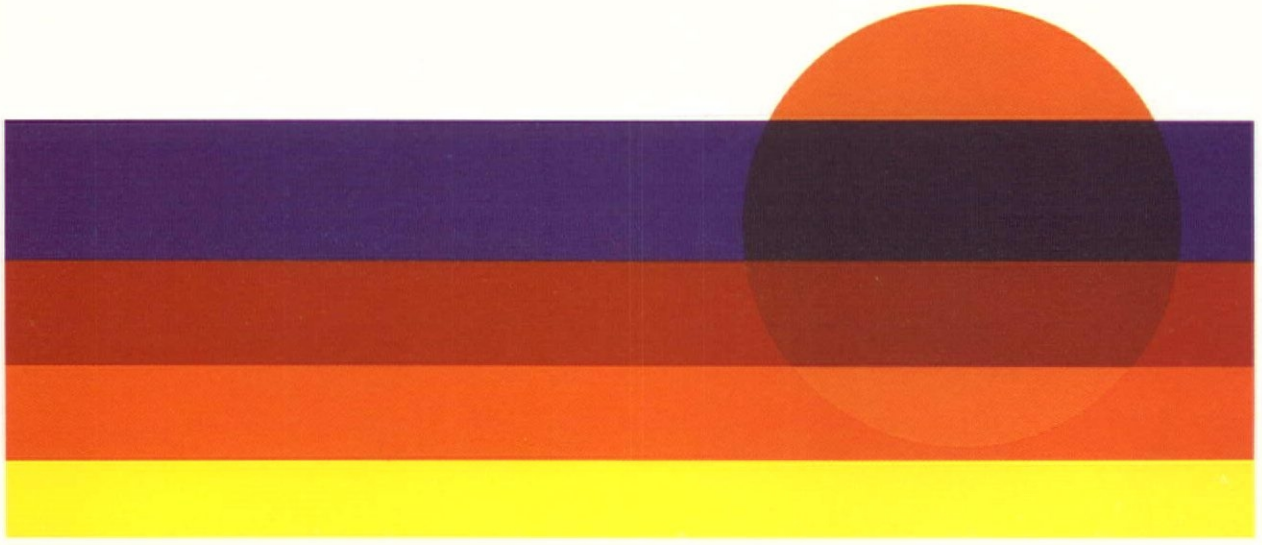
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Systems '80, Horizon, an exclusive collection of contract fabrics. Woven of Antron® and Nylon with the California flair. The canvas-like textured fabric is a casual and refreshing new look for upholstery and wallcovering. Thirteen compelling colorways, emphasizing the stripe, and complemented by patterned and solid fabric.

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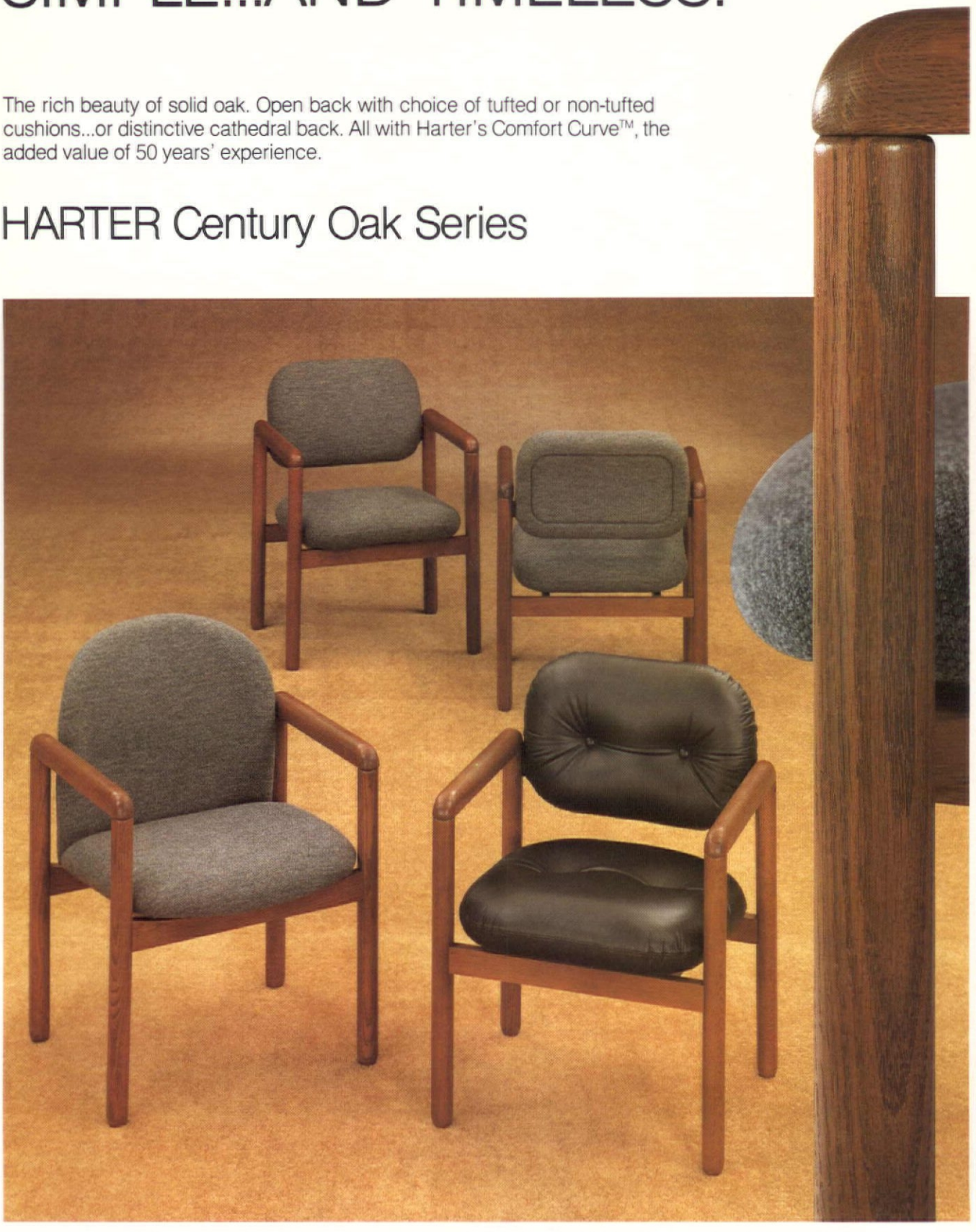
Preview Showing, Neocon Booth: 500 International Room

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IF THERE'S A QUESTION OF SIZE, SHAPE, TEXTURE, PATTERN OR COLOR, MILLIKEN HAS THE ANSWER. AND YOU CAN SEE IT AT NEOCON.

Contract carpeting can pose some difficult problems. Especially if run-of-the-mill products are wrong and you can't afford a long search for what's right. So before those problems can arise, here's the solution: Milliken. Because if you need it, Milliken can do it.

That's because Milliken has perfected the science of beautiful carpet. With an incredible variety of styles that blend good looks and high quality in equal measure. Plus the exclusive Millitron™ Computer Controlled Dye Injection System, which can produce any special pattern desired. All of which means that when you choose a Milliken carpet, you choose what's best for the job. Not just what happens to be available.

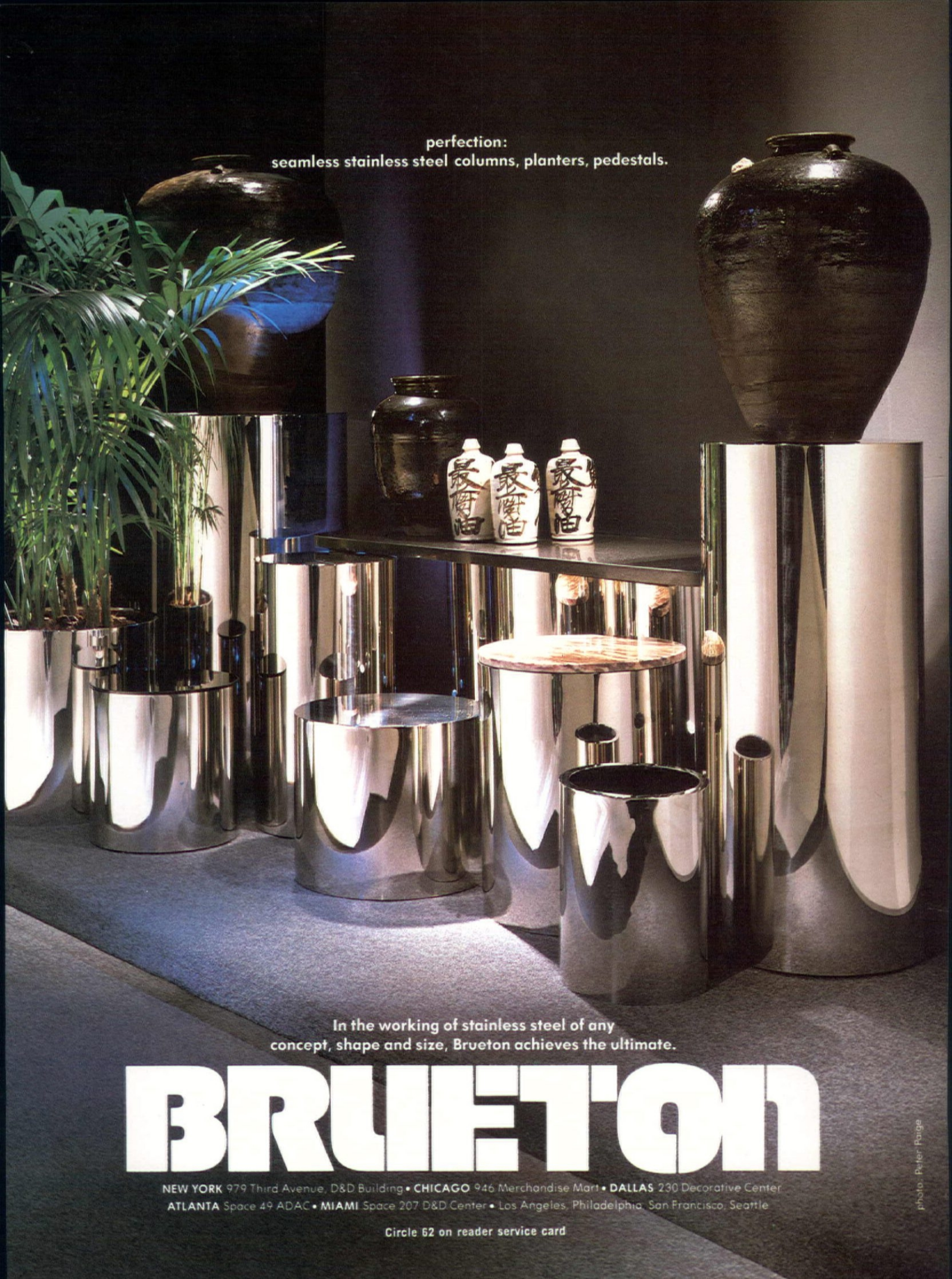
So when it comes to contract carpet, don't let your needs become your problems. Contact your Milliken representative, and come right to the solution.

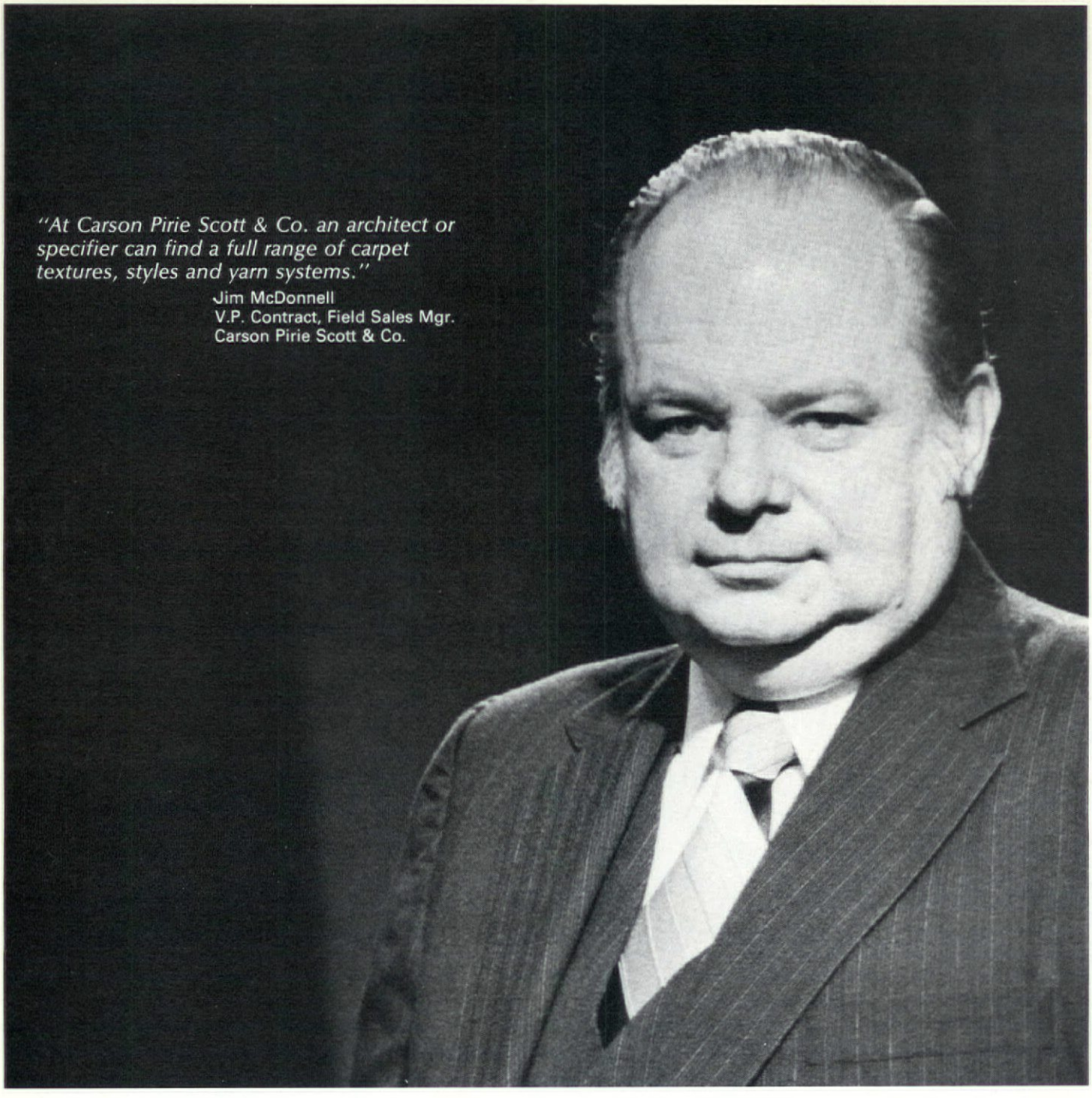
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Think of us as a one stop source for all your contract floor covering needs. Carpeting from Magee, Roxbury, Royal Scot, West Point Pepperell, and Zenith. Resilient from Armstrong. Hardwood flooring from Bruce and PermaGrain. Introducing Wallscape wall coverings from Royal Scot. With six contract specialists serving 18 states.

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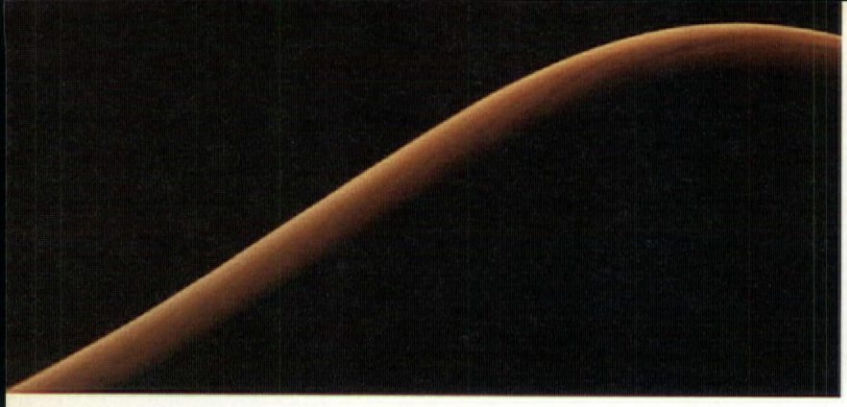
Come see us in the Merchandise Mart at NEOCON.

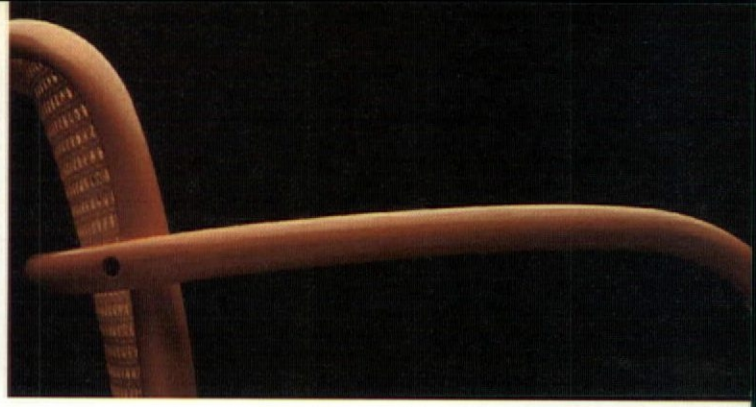
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We bring out the best in wood.

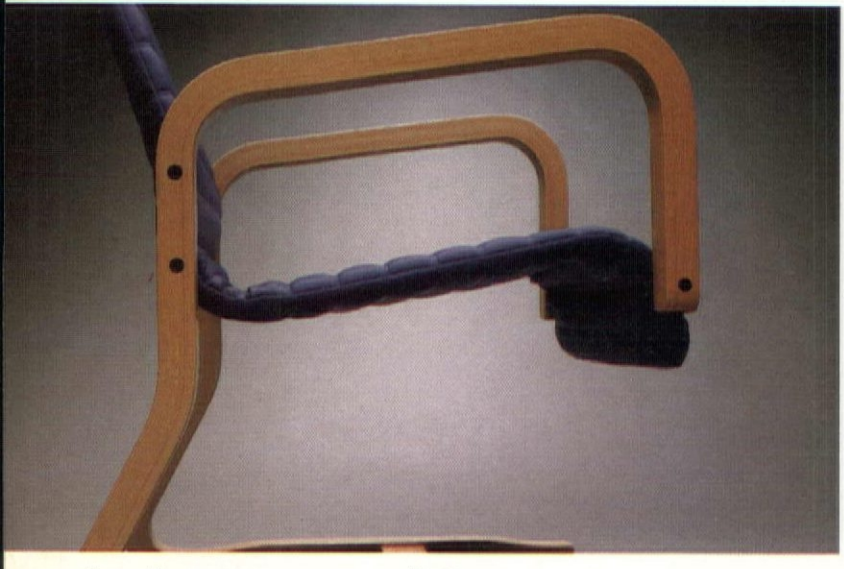
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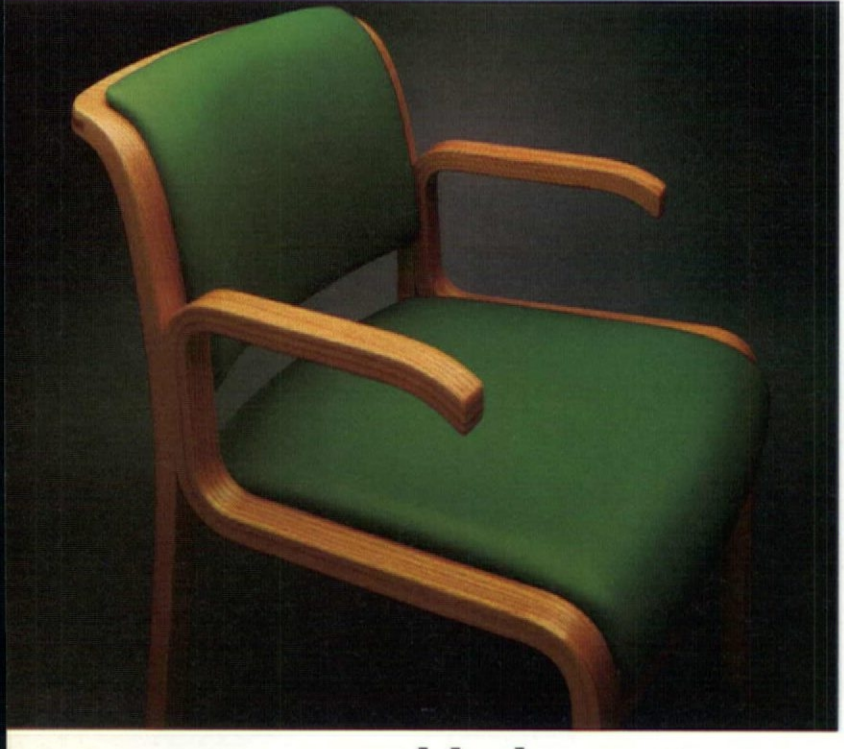


Watch carefully. This is no ordinary line. It starts



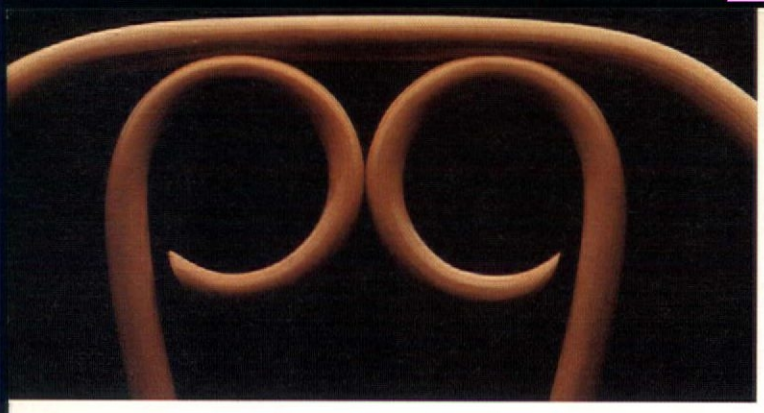


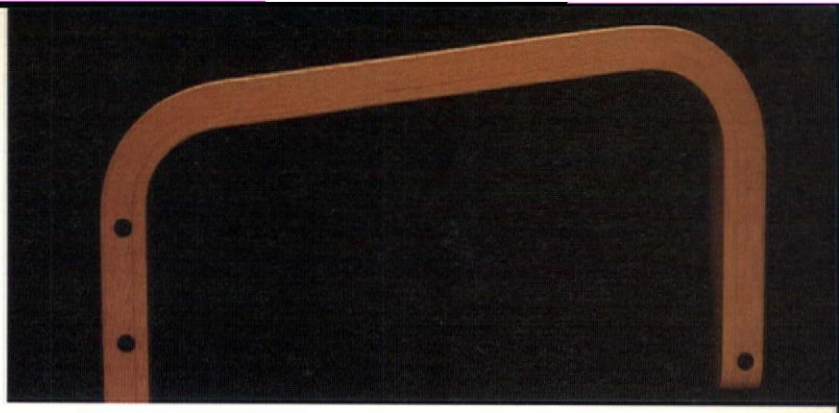
it does something outrageous. But beautiful. And then, there's





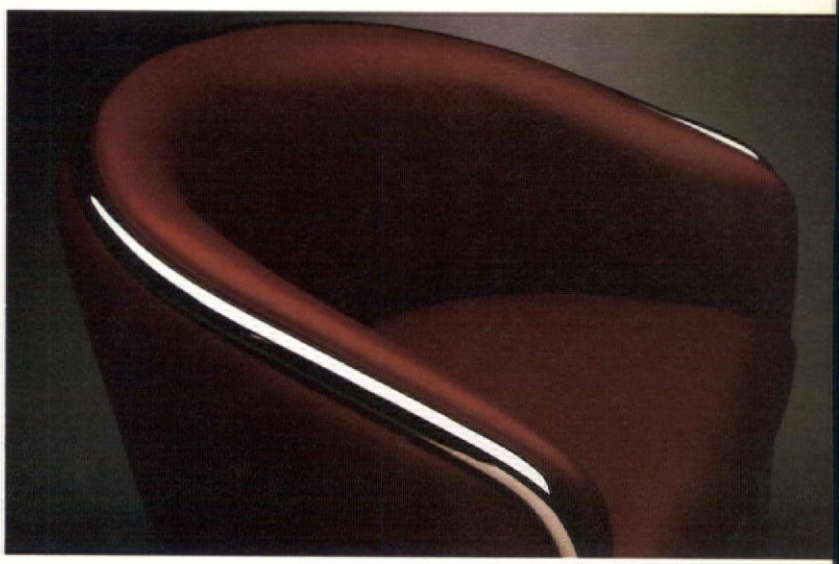
150 years old, Thonet? No, you're timeless. A legend it feels



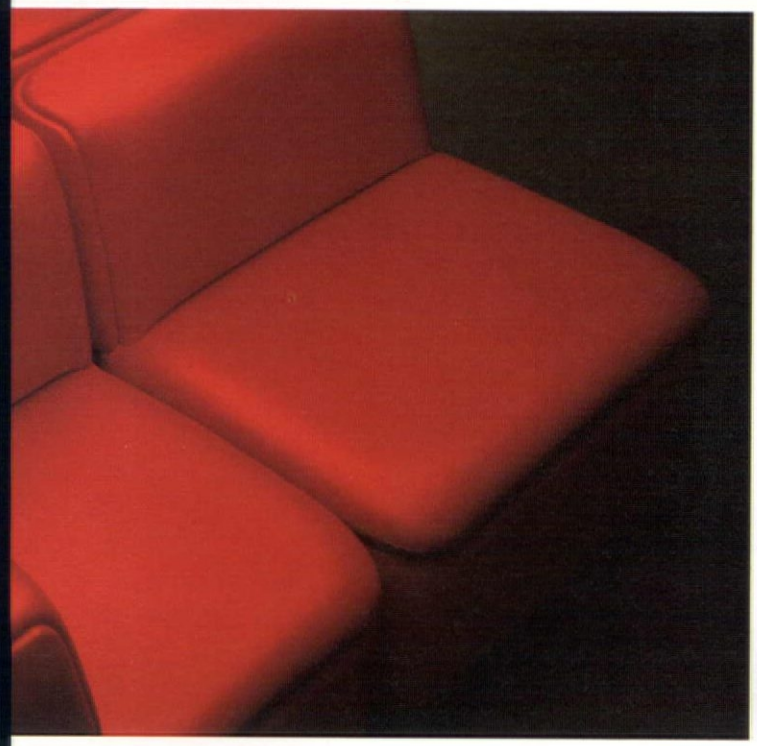


out smooth. Sleek. Understated. And then--wow!--





color. Rich. Racy. Yet, refined. From Naugahyde® Brand Fabrics.



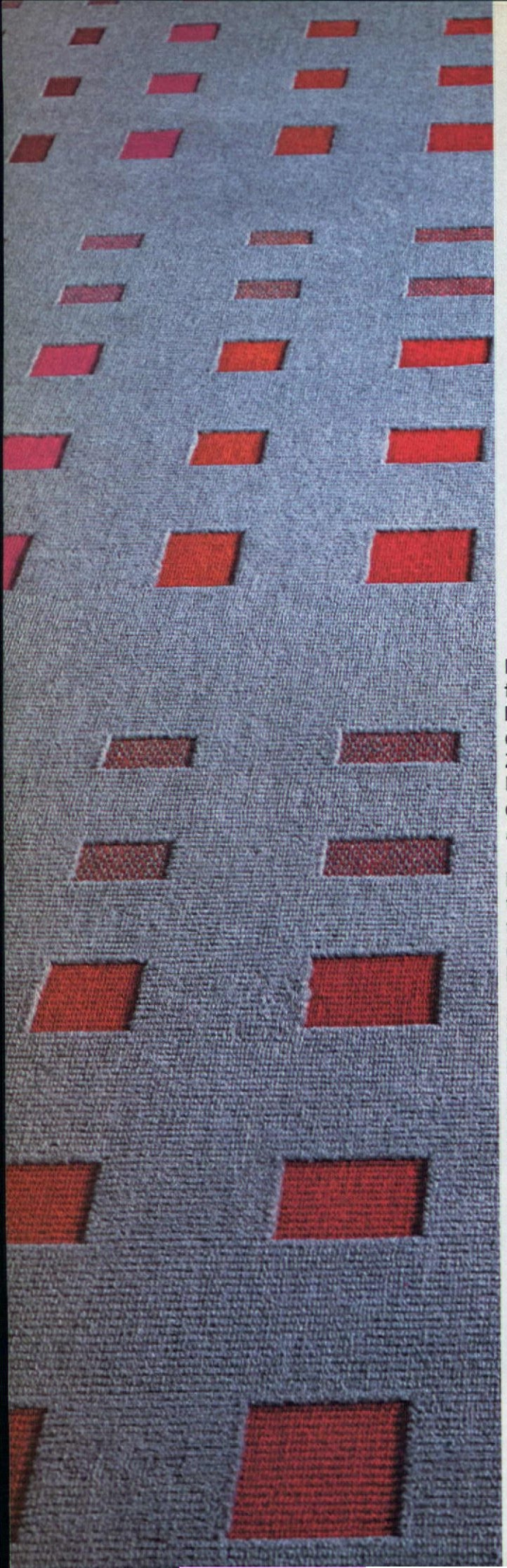


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Now all Larsen Wiltons are available in this construction, color matched to his Premises Upholsteries.

See them at NEOCON in Space 6-140, in New York at 232 East 59th Street and in Larsen Showrooms on five continents.

left: Royal Box
right: Promenade

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Circle 66



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Open plan designs to
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This AD office system, plus desks
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1140 Merchandise Mart Plaza, Chicago; Southern Furniture Market Center, High Point;
Atlanta; Dallas; Houston; Kansas City; Seattle; Denver; San Francisco & Los Angeles.

Las Vegas to host Hotel/Motel suppliers show

Chicago — The first International Hotel & Motel Suppliers Show will be held at the Las Vegas Convention Center November 5-7 for an exposition of equipment and operations for the hotel/motel industry. More than 300 exhibitors will be displaying products, including restaurant and kitchen suppliers, soft and hard goods producers, and architectural and computer consultants.

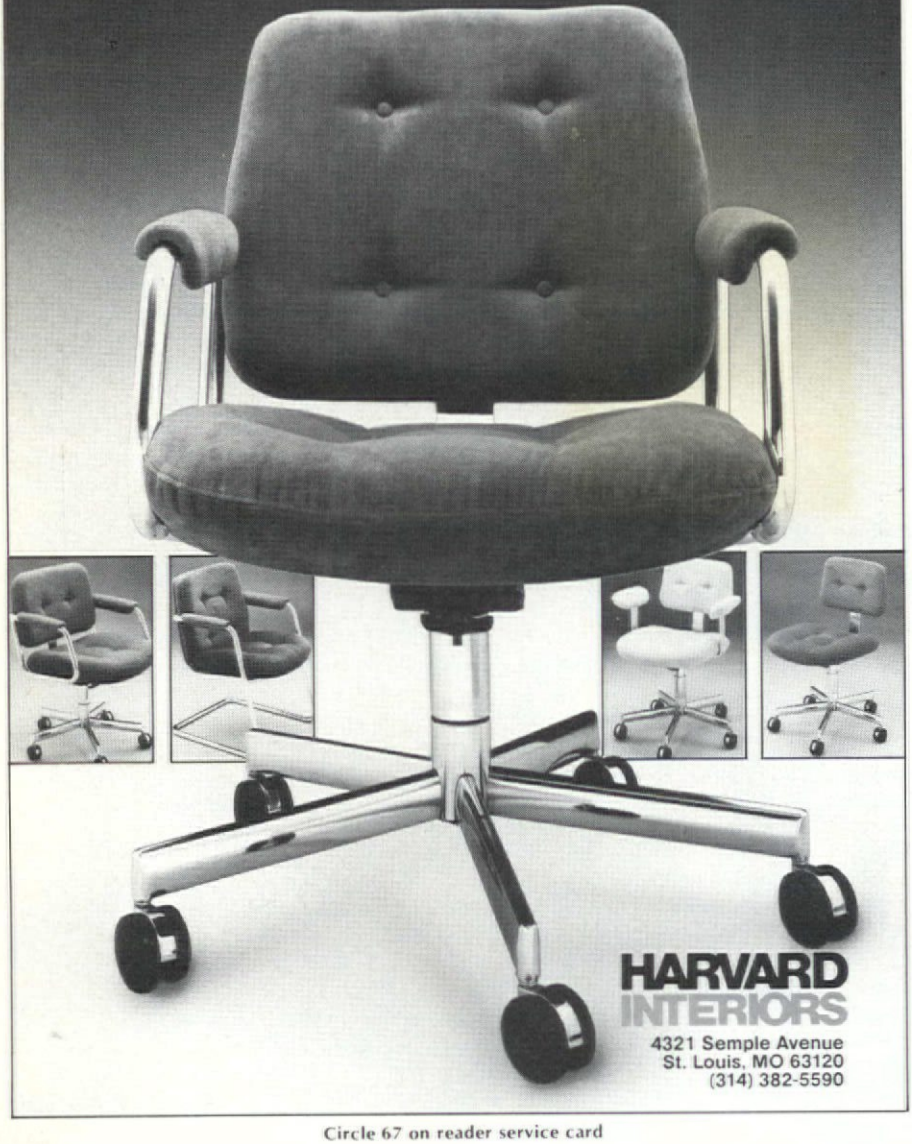
Barton & Associates wins $1,000 Sidlaw first prize

Marietta, Ga. — First prize and a check for $1,000 went to Chuck Barton & Associates, Houston, for his entry in Sidlaw of Scotland's 1979 Design Awards. Barton installed one of Sidlaw's Range 3 products in the lobby of the new Summit Hotel in Dallas. Sidlaw distributor is Rosco, Inc. Runner-up was Bill Bock of Miami, who received a check for $750 for his installation of Range 3 product in the Frank M. Seiden Co. showroom, Miami. Sidlaw's distributor there is Gilman.

The 600 Series... a special kind of chair

As comfortable as they are inviting, yet more affordable than they look. That's what makes the 600 Series so special—your customers get the contract styling they want at a price they can afford — keeps your profit picture sitting pretty, too!

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AIA urges support of building energy performance standards

Washington, D.C. — The American Institute of Architects recently reaffirmed its support of the Department of Energy's proposed building energy standards (BEPS) as a major step toward national energy self-sufficiency. AIA also urged that these standards be implemented as rapidly as possible. These standards recognize the designed energy consumption of the total building over the period of one year.

Among the advantages of BEPS: built-in flexibility, allowing for innovation and creativity; technology not frozen by endorsement of one method or material over another; natural and renewable resources recognized and encouraged: valuable consumer information on energy efficiency is made available.

Mahoney, Chartier win Badishe Corp.'s 1980 Olympiad contest

Williamsburg — Brian Mahoney, of Carpets International, and Charles Chartier, of Stratton Industries, grand prize winners of Badishe Corp.'s 1980 Olympiad contest, each have been awarded a two-week, all-expense-paid trip to anywhere in the world. Mahoney won for entries including 64,000 sq. yds. of Interface tiles installed in Wells Fargo Bank branches in San Francisco. Among Chartier's entries was 40,000 sq. yds. of Stratton carpet, installed in the South Central Bell System's buildings in New Orleans. These carpets were all made with nylon from Badische. Thirty additional prize winners were awarded trips to the Winter Olympics.

Carpet industry opposes California legislation

Dalton, Ga — In cooperation with the Carpet Manufacturers Association of the West, the Carpet & Rug Institute recently testified in opposition to California Assembly Bill 2103 at a hearing in Sacramento. Numerous elements of concern in the bill include authorization of the California Home Furnishings Bureau to establish performance standards for carpet; enactment of new legislation relating to unfair business practices currently covered under other federal and California state legislation; licensing of carpet manufacturers, retailers, and distributors requiring fees ranging from $120 to $180.

Commenting on the proposed legislation, CRI President Richard Eldredge stated: "In addition to sharing the concerns of CMA West, whose members would be scrutinized most closely, CRI is concerned for manufacturers in other states which would also be affected if goods are shipped into California. The origins of this bill are unclear as to the cause motivating the sponsor of the legislation. Eldredge went on to say that existing laws cover unfair business practices and activities of installation contractors.

CRI, CMA West, Western Floor Covering Association, and other organizations presented testimony at the hearing, each opposing various aspects of the bill which apply to their constituents. In addition to opposing the bill on its own merits, the organizations are concerned that the bill may be unconstitutional at the federal level.

Industry leaders, experts speak at Info Fair/Chicago

Chicago — Specialists in color, fabrics, floor coverings, lighting, building rehabilitation, antiques, design communications, plus presidents of leading manufacturers recently spoke at the Info Fair/Chicago seminars held at the Expocenter.

Sponsored by the American Society of Interior Designer, Illinois Chapter's Industry Foundation committee, the seminars ran concurrent with the two-day exhibition of new products, materials, and services at Info Fair. Pro gram was coordinated by Joan Blutter, FASID, John Caruso, ASID, and Bill Minter of Stroheim & Romann.

Career guidance booklet offered by the NHFL

Dallas — "Futures in Furnishings," a new booklet published by the National Home Fashions League, provides information about career opportunities in the interior furnishings industry. Booklet contains guidance to positions in management, manufacturing, retailing, interior design, communications, education, and home economics. It is available from NHFL National Headquarters, 107 World Trade Center, Dallas, TX 75258. Cost, including postage, is $2.95.



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Carpets of Herculon. The facts will floor you.

Believe it. Carpets with pile of Herculon* olefin fiber cost less per yard than carpets at the same weight of wool, nylon or any other synthetic fiber.

Believe it. Herculon is more stain resistant than nylon and all other synthetic fibers. It cleans more easily, completely and economically. Simply, carpets of Herculon look new longer.

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Believe it. Herculon is more color consistent, assuring trouble-free installation. And Herculon means low static build-up.

Choose good looking carpet with the facts. Choose Herculon. Value by the yard and by the year.

For more information and sources write: Hercules Incorporated. Carpet Merchandising, Suite 301, 3169 Holcomb Bridge Road, Norcross, GA 30071

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the desk
the credenza

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The $55.60 Miracle.



Introducing the inevitable evolution of the stack chair:
The 711 Stick, Stack, Stow™ from InterRoyal.

The Stick, Stack, Stow combines innovations and improvements to offer safety benefits, sanitary features and comfort qualities unavailable until now. And all for a miraculous $55.60.

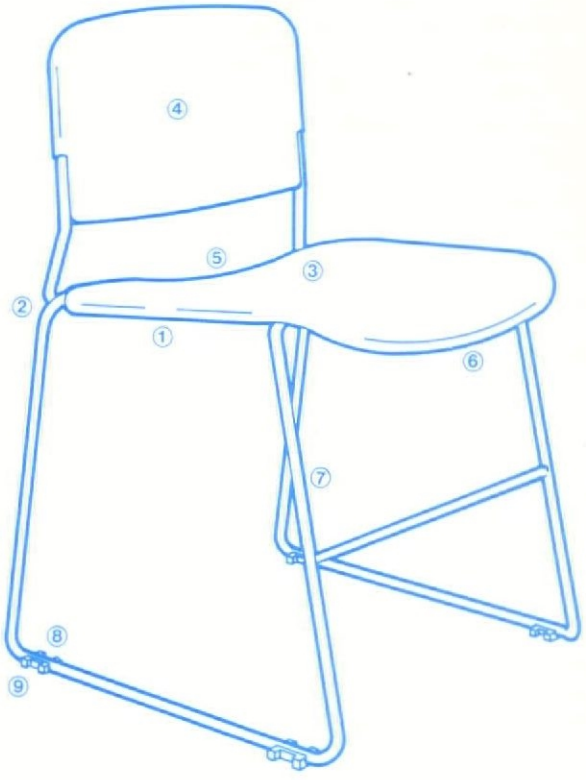
The Stick, Stack, Stow's unique features provide safe seating, light-weight lifting and easy stacking. Maximum body support and comfort. Quick and simple ganging and separation. Unparalleled sanitary storage in designer covers, offered by no other manufacturer.

Check out the distinctive advantages of The Stick, Stack, Stow.

When you see how much you can get for so little, you'll know why it's the little miracle chair from InterRoyal.

1. Advanced one-shot process (patent pending) sonically welds seat to frame.
2. The 7/16" solid steel rod frame is reinforced with steel supports and lateral braces for extra strength, safety and durability.
3. Unique left to right flow of design, calculated to fit the human form and proportions, provides comfortable back support and proper distribution of body weight.
4. Seat and back are of thermoplastic polymer with high impact strength, color inherent in material. Inert to chemicals. In 8 designer colors. Upholstery fabrics also available.
5. The completely sealed seat eliminates exposed rods that can pinch and form dirt traps, leaving no crevices to catch dirt and dust.
6. Extended curve of the seat follows the lines of the body for ultimate leg comfort.
7. Chrome finish on legs and frame resists scratching and marring.
8. Glides of clear Lexan 101 eliminate scratching of floors while complementing clean lines of design.
9. Ganging connectors of clear Lexan 101 are attached to glides for easiest ganging and separation. Connector stays with one chair for quick separation and re-ganging.
*Forty-two chairs, each weighing only 12¼ lbs., stack only 66 inches high for compact storage.
*Optional designer storage covers keep stack dust- and dirt-free when not in use, and save costly storage space by their attractive appearance, even in plain sight.
*Optional tablet arm uses a unique patented swing design to raise and lower in one smooth motion.
*Optional chrome-finished wire bookrack locks on easily.
*Single and double dollies available.

711 Stick, Stack, Stow™ Chair.



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InterRoyal Corporation, 1 Park Avenue, New York, N.Y. 10016 **Circle 72 on reader service card** NOTE: LIST PRICE SHOWN FOR ZONE I ONLY.



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No.151 Bar cabinet with drop front and rear mirror.



RS201 Track Lighting with three RS202 basic lights and one RS203 spotlight, attractive illumination for Cado magazine shelf.

The Complete Office. Neocon, new space: 1080



No.134 cabinet with optional refrigerator.



No.112 cabinet with No.236 file frame, No.114 drawer tray and No.115 shelf.



More than an efficient working environment, a Cado system office is comfortable enough to entertain in. Featured is the Wall System, the Executive Desk No.301; the No.208 Executive Chair, swivel with padded armrests and upholstered in leather, the 162-03 Sofa and the 209 Conference Chair, all in teak; and from Cado's Gallery Loom Works, Phaistos No.102, 100% wool area rug.

CADO

CADO ROYAL SYSTEM, INC., Dept. C-109, 155 Helen St., So. Plainfield, NJ 07080. Showrooms: D&D Building, 979 Third Ave., NYC/Chicago, Merchandise Mart/Dallas, Oak Lawn Plaza/Los Angeles, PDC/Atlanta/Philadelphia/ Cincinnati/Houston/Denver/San Francisco/Seattle/Miami.

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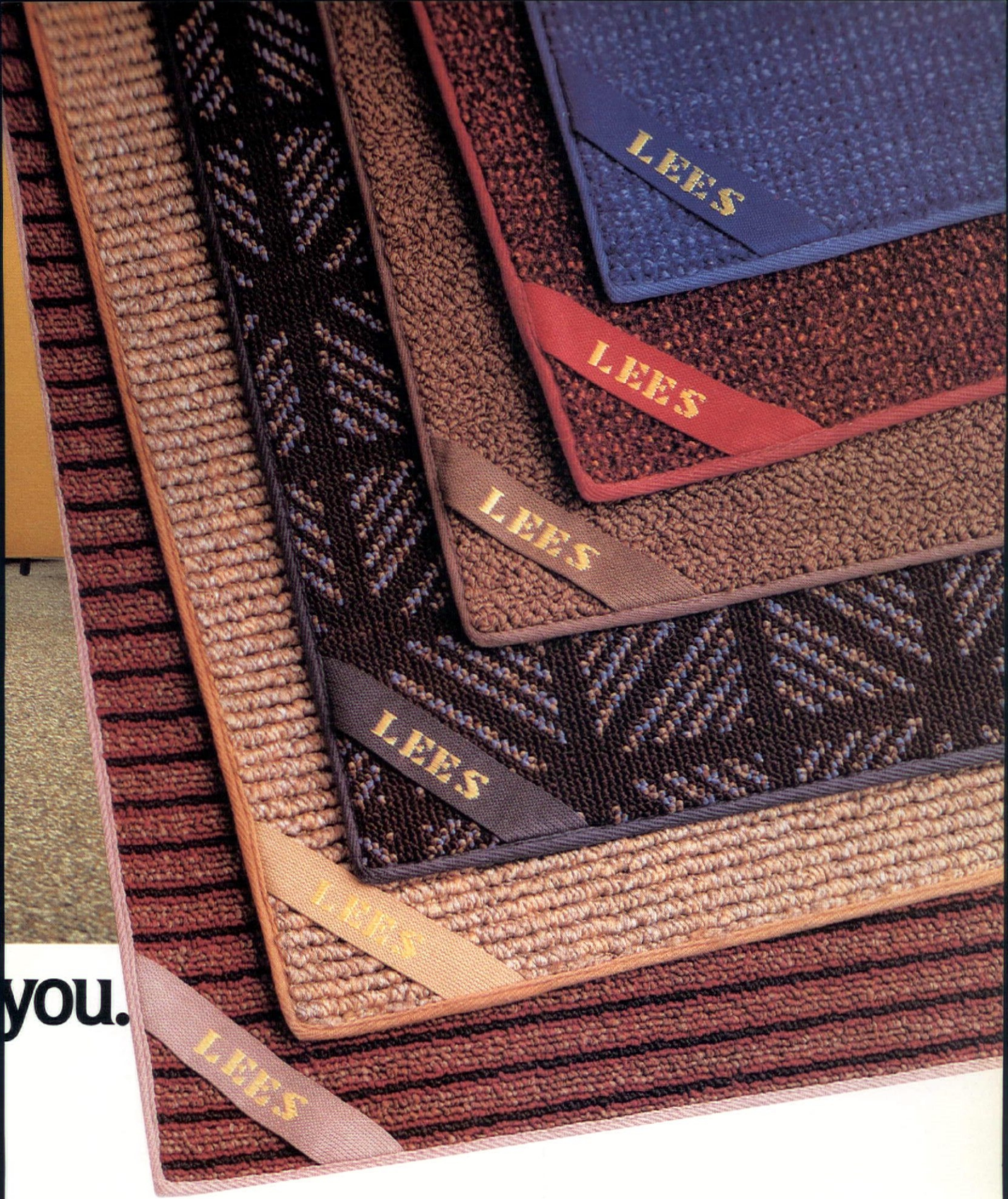
Lees Carpets. A lot going for

A total Antron® contract program that's unmatched in the industry.

If contract carpet is part of your business then Lees is the natural choice. For Lees Carpets program is as broad as it is professional.

It all starts with Faculty, the most successful commercial carpet the industry has ever known. This functional multi-level Antron product has already adorned many million square yards of commercial floor space. Then there are prints in a myriad of exciting colors, Wiltons, Velvets and Lees brand new carpet module program. Of course, carpets are available with conventional backings and Lees unique Unibond system. Crafted from hollow-filament Antron nylon fibers, these products are unmatched for long wear, static and dirt resistance. Beyond product is the strongest contract field force in the country, fully backed by professional installation expertise and the industry's best technical specialists. And, whatever your carpet question, the right answer is as close as our hot line.

With all this going for you, it's no wonder that Lees is the right carpet when the installation is commercial.



you.

LEES carpets A division of Burlington Industries, Inc.
Valley Forge Corporate Center, King of Prussia, PA 19406
Specification Hot Line—800-523-5647—In PA call collect 215-666-9426

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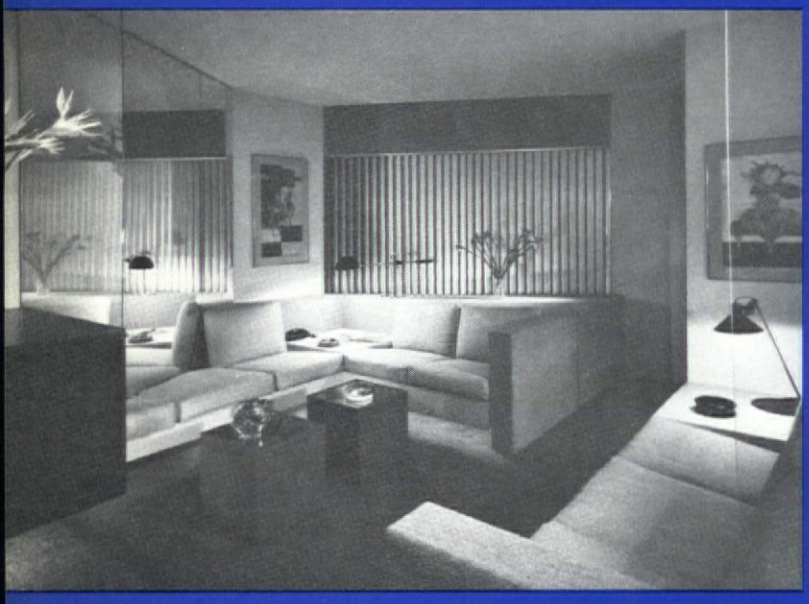
S.M. Hexter
22nd Annual "Interiors of the Year" Awards

First Award Residential
Scott C. Kurland & James R. Silvester:
Kurland Design Group, New York, N.Y.
Living/Dining Area of New York Apartment. "The wall becomes the axial point of the interior. It closes off the sleeping alcove and defines the living area from a raised dining area. A sophisticated solution for urban living."





First Award Non-Residential
Daniel Fried & Christopher Carr:
Carr & Associates, Los Angeles, Californ
Le Sportsac Luggage Shop, Los Angeles
"Based on functionalism, high-technolog and over-all synthesis of product and environment. A grid-like pattern of nylon mesh is used throughout. A dynamic concept for viewing and selling."





Honorable Mention Residential
Juan Montoya, Associate ASID
Juan Montoya Design Corp., New York, New York

Honorable Mention Non-Residential
James T. Fitzgerald, AIA
Space Design International, Inc., Cincinnati, Ohio
Rodney G. Perry, ASID, Dale Gordon Plummer, ASID
Rodney G. Perry Assoc., Raleigh, North Carolina

The Judges

Jo Heinz, IBD, National President/Institute of Business Designers, Interspace Design, Topeka, Kansas
James A. Hooten, Editor, Southern Accents Magazine, Atlanta, Ga.
Beverly Russel, Editor-in-Chief Interiors Magazine, New York, New York
Rita St. Clair, FASID, Past National President/American Society of Interior Designers
Rita St. Clair Assoc., Baltimore, Md.
Elizabeth Shean, ASID, Shean-Nesbitt, Inc., New York, New York

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Edward Axel Roffman Assoc Inc

Superb design, yes but... oh, what a difference.



Board-room chair from the Aktien group features retractable writing surface.

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Now in America. The ergonomically perfect sitting machine from Norway.







Think of it as a precision sitting instrument. Developed by a team of orthopedic surgeons, physical therapists, engineers and hi-tech designers to strike the ideal relationship between human anatomy... the physiological and psychological requirements of the seated man... and chair design. In other words, an ergonomically perfect chair: scientifically accurate, functionally correct, and aesthetically pleasing. That's why Hag is the largest selling office chair in Norway. And why it's going to be the largest selling office chair in America. A full line of ergonomically perfect secretarial, managerial, executive and special application office seating. With a unique array of precision sitting adjustments. Interchangeable seats, backs, armrests and fabrics. And a five year warranty. So start sitting smart, America. With Hag. The ergonomically perfect sitting machine from Norway.

Double curved posture back rest

Anatomically correct contour across *both* horizontal and vertical planes provides full, firm lumbar support.

Automatic back angle adjustment

The same, easy access lever that controls seat height also adjusts back angle. Allows instant "fine tuning" of back support for any sitting position.

Automatic back height adjustment

Back rest height adjusts *independently* of seat height with simple turn of lever.

Automatic seat angle adjustment

Simple lever control adjusts seat angle to eliminate thigh pressure, assure proper posture in any working position.

Gas lift automatic seat height adjustment

Permits one hand, one touch pneumatic regulation of chair height *while seated.*

Contoured roll-off seat edge

Allows posture perfect knee clearance, reduces thigh pressure, helps avoid "locked in" feeling while seated.

Protective seat edge piping

Tough plastic binding around seat and back rest eliminates wear and tear on fabric edges, prolongs upholstery life.



Hooded double casters
Twin hard nylon casters permit effortless movement with high stability and vastly reduced carpet wear.

Cast aluminum five-spur pedestal
Provides maximum stability and balance with easy mobility, minimum carpet wear.

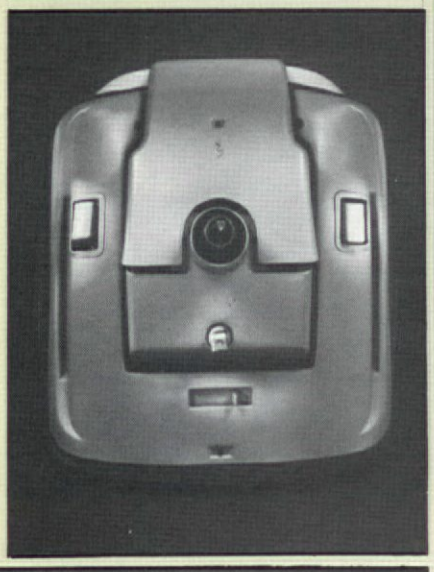
Sit smart.™

HÅG

For information, call collect 312/222-1166 or write HAG USA, Inc., Merchandise Mart, P.O. Box 4109, Chicago, IL 60654

Circle 78 on reader service card







Press of rocker button at operator's left hand controls pneumatic height adjustment (optional). "Control center" is shown in bottom view of ConCentrx chair, with slide at bottom controlling angle of seat front edge. Button directly above seat angle adjustment pulls out and turns to adjust tilt spring tension. Telescoping spindle (top left) houses standard Twistomatic height adjustment, done as user stands and turns chair. User's weight, when seated, locks out height adjustment. Chairback (bottom left) has similar reveal as Steelcase's 454 line. Optional casters available in colors matching other non-fabric parts of chair.



New Steelcase ConCentrx chair line is truly innovative, efficient, comfortable

With introduction of its ConCentrx chair line at NEOCON 12, Steelcase, Inc., is making a breakthrough in the state-of-the-art of chair design. Innovative features start with a new concept called "synchronized articulation," which gears itself to task orientation in the rapidly changing office work environment.

This feature incorporated into the swivel-tilt mechanism permits a chair occupant to push back into a full-tilt position while feet remain firmly planted on the floor. Leg areas from the knees to the pelvis remain almost parallel to the underside of the workstation, resulting in elimination of pressure in the popliteal area immediately behind the knee and under the thigh.

Steelcase's remarkable engineering creates a variable movement ratio of two-to-one for the chair back as against the seat movement, drastically reducing vertical pressure against the underside of the legs behind the knees. Such pressure normally restricts blood flow and is the source of fatigue and a variety of physical maladies that generally plague office workers.

That development also has solved the somewhat less serious, but annoying, problem of shirttails pulling out of trousers as seats are reclined, since there is no countervailing force to pull at the shirttail or blouse. At the same time, the head remains in a position that maintains the correct angle of orientation to working tools, such as CRTs, microfiche viewers, and flat work surfaces.

Coupled with other adjusting



New Steelcase ConCentrx seating line includes Manager's Chair (right) with open-loop, vinyl-coated and upholstered cap arms. Operator's chair is at left with optional cantilevered arms.

mechanisms, the ConCentrx line literally gears itself to the demands of the human body for comfort and the ability to perform work tasks with minimal fatigue. Seat angle and back tension are both adjustable with separate controls. Height adjustment is offered in standard Twist-o-matic (while standing) control that locks the height when occupant is seated, or as an optional pneumatic (gas cylinder) lever. Back tilt operation has its own lock/release mechanism.

ConCentrx combines anthropometric posture features, including lumbar support, with a series of features specifically designed to provide comfort and increased productivity in the office. Even foam pockets shaped to relieve pressure on the ischial tuberosities contribute to the ergonomic perfection of the new seating line.

Maximum stability is achieved with a five-armature base. Five different caster options are available. Now under development is Counterpoint, a totally new fabric program encompassing approximately 20 new fabric lines in more than 200 colors.

The chair line will be offered in both an operator's and a managerial model. Sixteen styles are available, depending on arm and height adjustment options. Chair bases will be in chrome, plus six colors of plastic (PVC) cap sheet over metal, offering outstanding maintenance, cleanability, and color protection with a minimum of ⅛-in. color impregnation of the PVC plastic coating. Shells, arms, bases can all be color coordinated in single-color, monochromatic finishes.

Related to Steelcase's 454 line, ConCentrx maintains a similar reveal line in the back shell. While resembling the family that it springs from, the chair lines differentiate themselves both in scale and mechanical features. ConCentrx tends to smaller scale than the 454 line, which is executive oriented and consequently is designed to a larger, executive size. Minimum requirements, however, have dictated a design that encompasses any physical stature, man or woman, from the fifth to the 95th percentile.

When combined with various arm options, task function sizing, mechanical adjustability, color availability, and maintenance capability, the ConCentrx line stands out as a major contribution to chair design for the task-oriented eighties. **Circle No. 200.**

Flight 80™

Every open plan office has desk accessories. But they are rarely shown in ads. (Just browse through this magazine for proof.) Maybe it's because, until now, the design of the accessories detracted from the design of the office. Or looked dated. Flight 80 combines reality with design: functional but good-looking steel desk accessories in a spectrum of earth tones or four woodgrain and leather-like vinyls. Or you can custom order a finish to meet your specifications. The Flight 80 desk tray is stackable and universally sized to hold letters, legal documents, even file folders with tabs. Eventually, every office you do will have desk accessories. Why not specify Flight 80? They'll enhance your design. Globe-Weis. P.O. Box 398, Wauseon, Ohio 43567; P.O. Box 11520, Fresno, California 93773. An office products division of Sheller-Globe Corporation.

Finally, you can let desk accessories out of the closet.

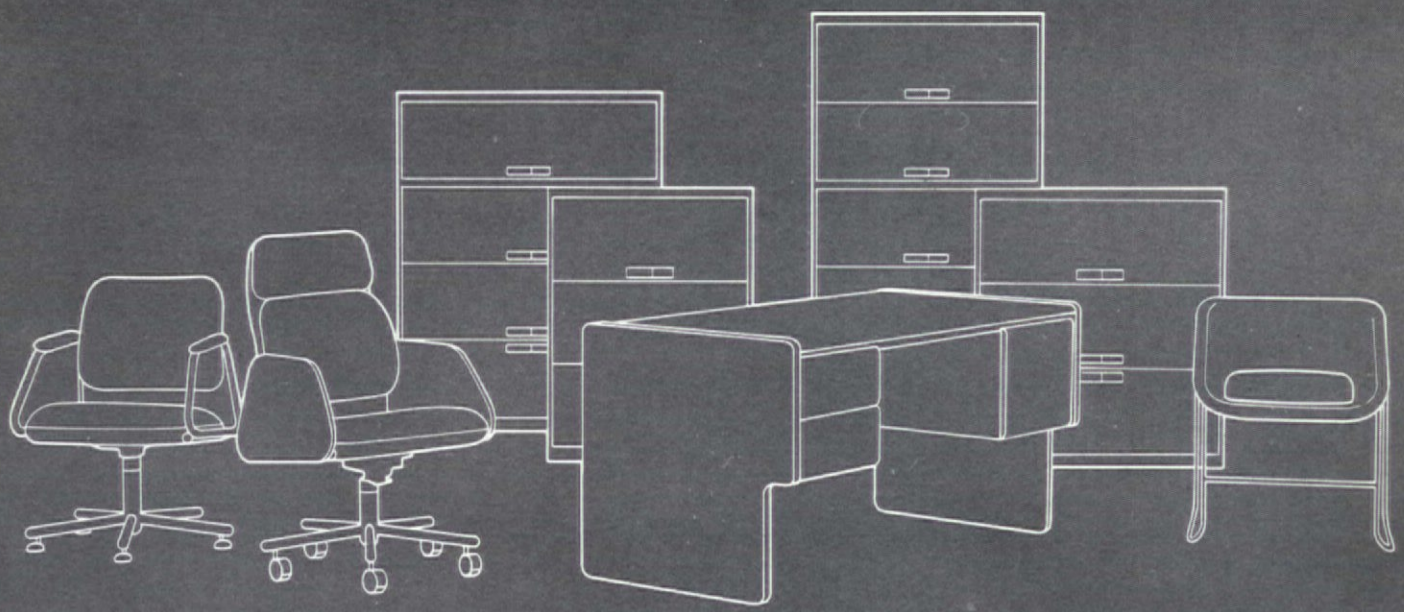
Globe-Weis SG

Products to help organize business.

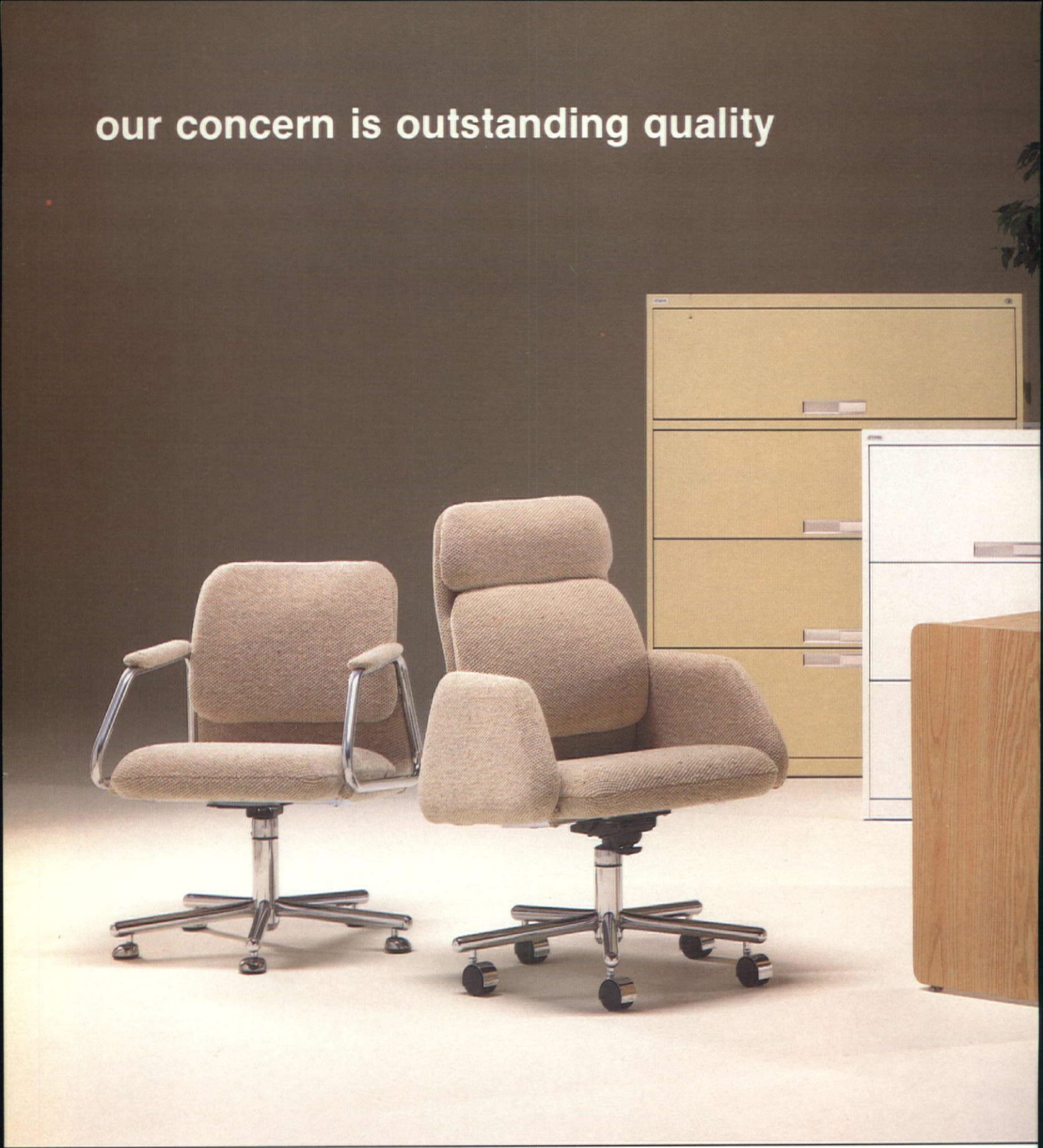


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our concern is outstanding quality



from left to right:
980 SERIES seating: Circle 93 on reader service card
ML-55 MODULAR LATERAL
FILING SYSTEM: Circle 94 on reader service card
INOVE SERIES desk: Circle 95 on reader service card
LOTUS SERIES stackable chair: Circle 96 on reader service card



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For literature, we invite you to write Office Suites, Incorporated, 359 North Wells Street, Chicago, Illinois 60610. Or call toll free 1-800-621-9530.

OSI

Office Suites, Incorporated



Showrooms: Chicago, Dallas, Los Angeles, Seattle, Salt Lake City, New York, San Francisco.

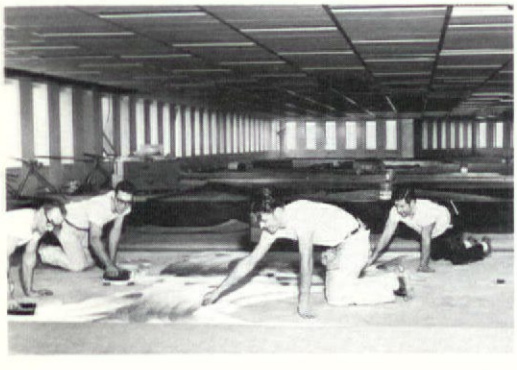
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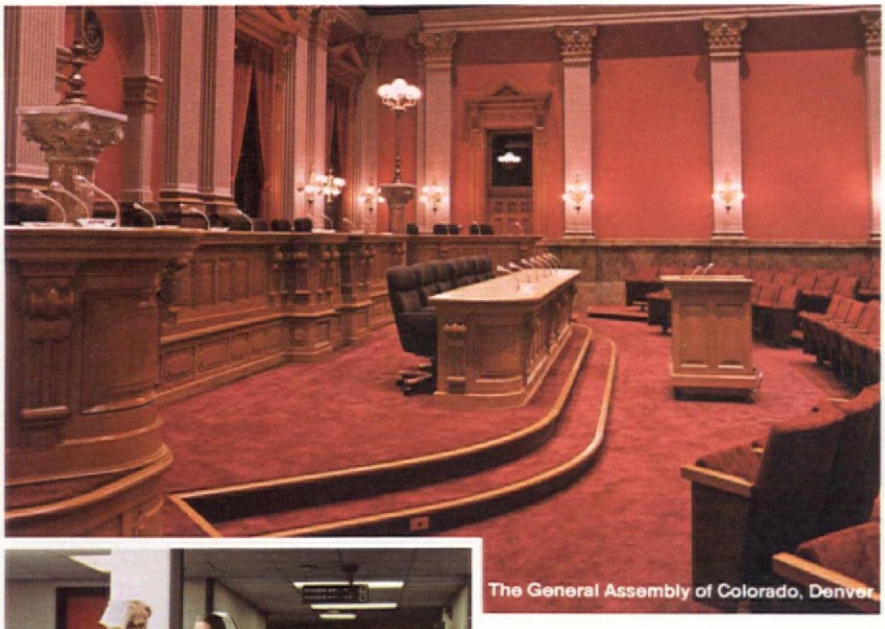
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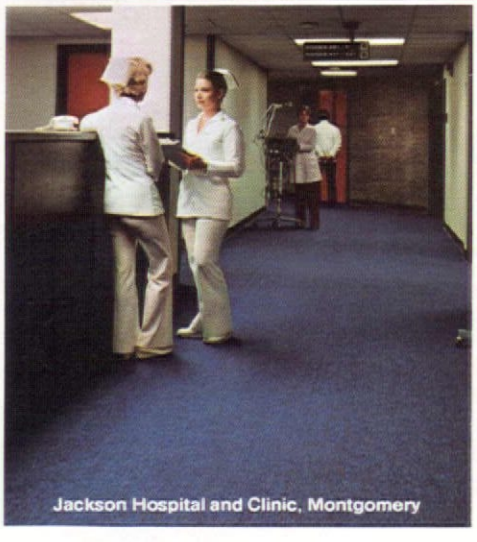
Contract
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THE PROJECTS:
Four totally different contract carpet installations.

THE CHALLENGES:
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THE SOLUTION:
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Whether it be reduction of maintenance and energy costs for a government building; a balance of function and fine design for a restaurant; soil and wear resistance for an office; absorption of noise and shocks for a hospital or a combination of them all, Bigelow has the answer: contract carpet engineered specifically for your most demanding end-use requirements. That's one reason why Bigelow is First in Contract Carpet. In addition, Bigelow offers experience, capability, service, styling and flexibility. All the more reason why Bigelow should be your first choice.

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P.O. Box 3089, Greenville, SC 29602, 803-299-2000

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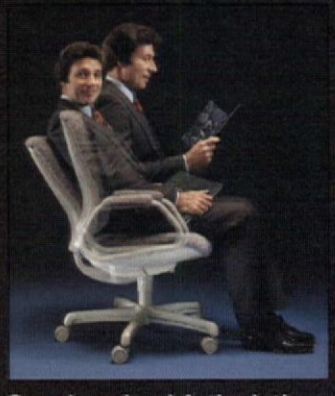
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Beauty up front, performance down the line.

A SPERRY AND HUTCHINSON COMPANY

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Introducing ConCentrx™



Synchronized Articulation.

Only ConCentrx offers this new body support concept. A unique pivotal design allows the chair to follow natural body movements in leaning forward or back. Feet stay firmly on the floor throughout the full tilt range. Result – less fatigue, blood flow is not interrupted. Since the seat pan drops as the user leans back, knees aren't pinched under the worksurface and line-of-sight is not changed.

Touch-Adjust Control Panel.

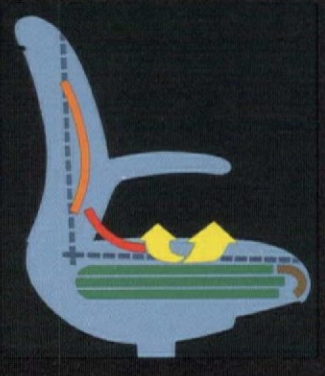
(A) Back attitude control. This button locks the chair in an upright position, or puts ConCentrx in the full-tilt mode. (B) Pneumatic height control. Available as an optional adjustment to automatically adjust seat height. (C) Seat attitude control. No other chair offers this feature. The seat front is adjustable from five degrees to eight degrees, or any position in between.



(D) Personal comfort control. This small knob permits tension adjustment to exactly suit individual body weight and height.

Human Factors benefits – six features to help people work better.

These benefits begin with the size of the chair itself. ConCentrx has been precisely scaled so that its narrower back gives people elbow room on the job. And a smaller size = less space.



■ Tri-density foam. Three densities, precisely distributed. Relieves pressure on sitting bones and insures correct body support at every contact point.

■ Properly contoured back support. Distributes upper body weight better.

■ Precise seat-to-back angle with posture correct lumbar curve. Result: better support.

■ Waterfall front. Relieves thigh pressure.

■ "Comfort Pocket" Computer-designed side-to-side radius encourages proper seating while allowing for free movement.

■ Side-to-side contour. Distributes body weight, prevents discomfort which occurs when hips come in contact with cushioning.

Sixteen styles.

ConCentrx is available in a choice of manager's or operator's model in sixteen styles, six shell colors, six monochromatic color combinations. You can choose from three arm options in the manager's model, cantilever arm or armless in operator's model, and more than 250 fabrics, including the new Steelcase Counterpoint Collection.

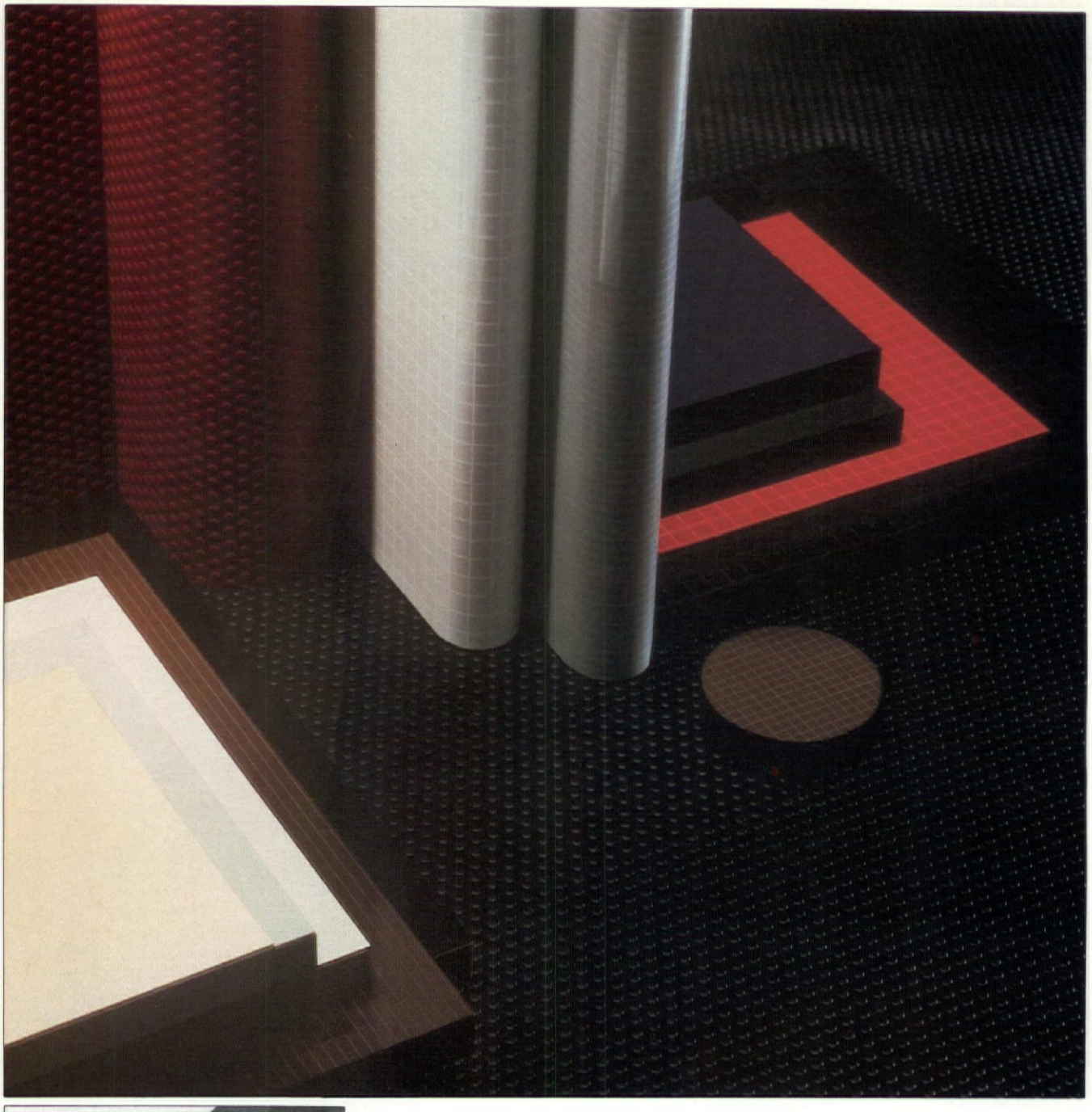


Fits 5th to 95th percentile.

People come in all sizes. And ConCentrx is designed to fit nearly all of them.

ConCentrx fits different jobs as well as different people. The importance of this is underscored by the new Lou Harris Poll findings – "86% of office workers use a chair that's like that of other workers... *even those who do different work.*"


Control Center seating for today's computerized office.
The "workstation" of the 70's is obsolete...along with shorthand, carbon copies, and the fountain pen.
In its place are Control Centers...the new work areas of the 80's...systems furniture-oriented with consoles to accommodate CRT terminals, interactive printers, digital plotters, and related equipment so vital in today's computerized offices.
And the seating for the Control Center operator is even more vital...requiring more than average support and comfort; greater freedom of movement and more and easier comfort/function adjustments.
For a close look at this new seating concept, visit your Steelcase Regional Office, or see your Steelcase representative.
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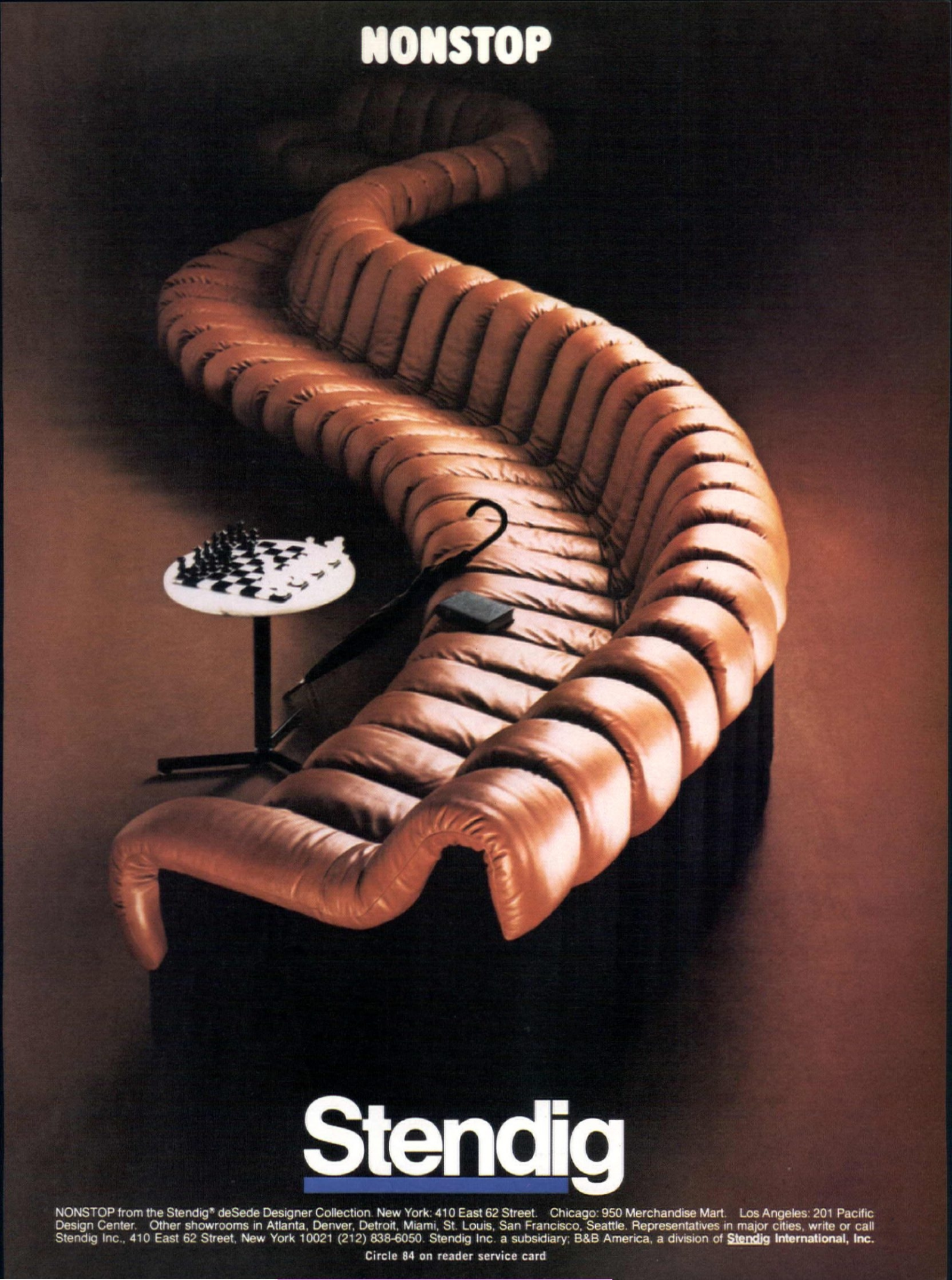




Gloss/matte geometrics for laminates

Decorative laminates have moved into a new realm for commercial interiors with Design Concepts, 38 designs from Formica Corporation. Sophisticated geometrics form alternating bands of gloss and matte finishes, embossed parallel lines on glossy backgrounds, and raised circles. Formica organized the Design Advisory Board, a group of designers and architects, to plan the new laminate line. Among them: John Saladino, Barbara Ross, Barbara Schwartz, and Margaret Larcade. Presently, the collection contains five dimensional designs in six basic colors: disc, stripe, pinstripe, graph, and maxi-graph. They will be produced in white, gray, beige, brown, and black with burgundy as an accent color. A high-gloss lacquer group, which was developed for vertical surface use, will also include hunter green and navy blue.

Circle No. 321.



NONSTOP from the Stendig® deSede Designer Collection. New York: 410 East 62 Street. Chicago: 950 Merchandise Mart. Los Angeles: 201 Pacific Design Center. Other showrooms in Atlanta, Denver, Detroit, Miami, St. Louis, San Francisco, Seattle. Representatives in major cities, write or call Stendig Inc., 410 East 62 Street, New York 10021 (212) 838-6050. Stendig Inc. a subsidiary; B&B America, a division of **Stendig International, Inc.**

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Designers carve out a new look with sculptured draperies.

Sculptured draperies by Gardisette® create an elegant, new idea in window treatment for contract designers.

Unlike ordinary drapes that serve as window trim, Gardisette sculptured draperies provide an environment of controlled, rhythmic softness that harmonizes with—and enhances—the style of any hotel or office. As well as studios, schools, reception areas and other contract spaces.

Gardisette draperies give the impression of soft, columnar sculpture.

Our unique, custom-made pleats* are perfectly spaced, using an exclusive computer procedure. Our patented Combiflex hem forms and maintains every fold in a mathematically precise series of curves. And no seams interrupt the smooth, overall flow.

For three decades in Europe, precision has been a Gardisette tradition. All Gardisette drapery fabrics are dimensionally stable, easy to care for and have passed the NFPA 701 Test for flame resistance.

Gardisette draperies are pre-hung at the factory to certify that they're free from flaw. They are constructed to hold their shape, color and value. And Gardisette guarantees delivery dates.

For a swatch book and information on our services, call Gardisette's contract department, toll free, at 800-845-8759.

Find out today why sculptured draperies are the look of tomorrow.

*U.S. Patent

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See the Gardisette booth in the International Building at NEOCON.

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ProbbeResponse™ represents our commitment to provide the design community with quality products on a timely basis. Beginning August 1, 1980, Probber will ship you Aspen chairs covered with Saddle leather or four Bruin fabrics 15 working days from receipt of your order.

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That's right. Gregson is expanding its warehouse stock program. There are more chairs than ever. Many more. Which means you have more choices than ever.



Select from twenty-nine of Gregson's most popular chairs. Swivel Chairs. Posture Chairs. High Backs. Low Backs. Guest Chairs. Conference Chairs. Traditional, transitional and contemporary styles.



In ten colors of vinyl and fabric. In combinations too. With metal bases and legs. With wooden bases and legs. A total of **ninety-three** different combinations. Plus three conference tables. All with Gregson quality. All in stock and ready to ship.





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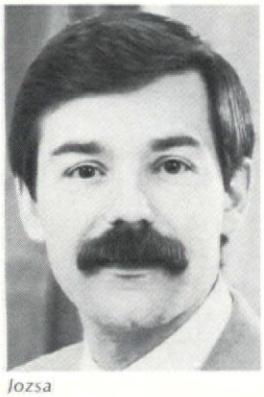
PEOPLE/NEWS



Monckton Paikin Lee

Robert G. Monckton (shown) has been appointed Director of Marketing at Crown Industries, manufacturer of floor mats and floorcoverings. **Jane S. Paikin** (shown) is National Sales Manager in charge of Crown's new office in Suite 13-166, Merchandise Mart, Chicago. **Danis K. Lee** (shown) has been named Manager/Customer Services.

Robert S. Jozsa (shown) has been appointed Manager of The Scott Group's new Cleveland showroom, located at 24000 Mercantile Road.



Jozsa

Cado/Royal has opened a Chicago showroom in the Merchandise Mart with **Mervi A. Vankka** as showroom manager and **Jim V. Hockberger** as Regional Sales Manager for the Midwest.

Paul C. Buchanan has been appointed Vice President/Sales and Marketing for Heywood-Wakefield Co.



Welch

James C. Welch (shown) has been appointed Vice President/Marketing and Sales for Vecta Contract, Inc., Dallas-based manufacturer of chairs, tables, and seating systems.

Contract division of **American of Martinsville** has opened a new showroom on the 6th floor of Dallas World Trade Center.

Washington Wallcoverings, Brooklyn, N.Y., has formed a new contract division with offices located at 979 Third Ave., New York, N.Y. Division will distribute Canadian General Tower contract vinyls and other wallcoverings.

Irwin Kahn, ASID, formerly Director of Design at Pearl Desk Co., has opened his own firm specializing in office furniture. Kahn Associates, Inc. is located at 5 Michael Street, Spring Valley, N.Y.

American Society of Interior Designers has scheduled 31 workshops to be held under auspices of its STEP Program (Self-Teaching Exercises for Pre-Professionals). They will be conducted over the next few months in ten ASID regions.

Bigelow, first in contract carpet, introduces a first.

MAGNELOK™

U.S. Patent No. 4184304

the revolutionary carpet installation system that finally affords easy access to steel trench headers.



Leave it to Bigelow to develop a carpet installation innovation that specifiers, architects, building owners, electricians and maintenance staffs have been waiting for!

MAGNELOK, a totally new solution for applying carpet over trench header ducts that permits easy access to the trench. The Magnelok system uses a special magnetic sheet to anchor the carpet, yet allows ready entry whenever and as often as necessary.

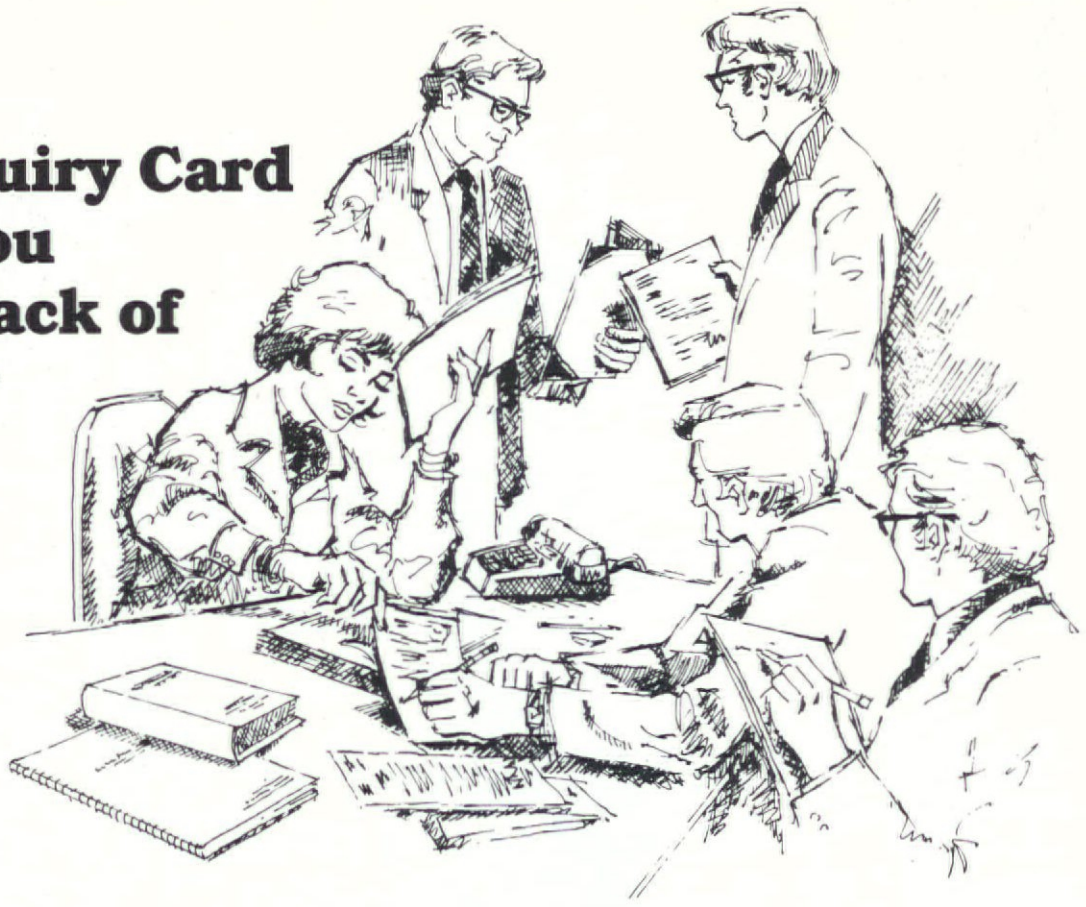
If you have ever had problems with carpet used over trench header duct systems that would not stay down...or would not come up for access when necessary...or had unsightly, unsafe binding strips over the access areas... then the Magnelok system is the solution. You might know it would be developed by Bigelow.

Bigelow®
A SPERRY AND HUTCHINSON COMPANY

For more detailed information and sample of this incredible product, write to:
Bigelow Contract Department, Bigelow-Sanford, Inc., Box 3089, Greenville, SC 29602

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Our Inquiry Card Helps You Keep Track of All Your Needs!



Use CONTRACT's Reader Inquiry Cards To Get Decision-Making Information—Quickly!

It's difficult to keep track of the many products and services your business needs to function most effectively. You need considerable information from many sources. You get it completely by using our computerized inquiry system. Our computers quickly notify each supplier of your interest.

Suppliers respond quickly. They know that more than 27,500 contract specifier/buyers read CONTRACT Magazine every month. They'll want you to get the full story on their products and services, quickly!

Here's all you have to do...

- Before you read this issue of CONTRACT, tear out a Reader Inquiry Card and place it alongside your copy.
- For each item or advertisement on which you'd like more information, circle the corresponding reader-service number on your card.
- Then fill out the remainder of the card and drop it into the mail. Your information will be processed quickly and sped to the appropriate suppliers.

More power to you.



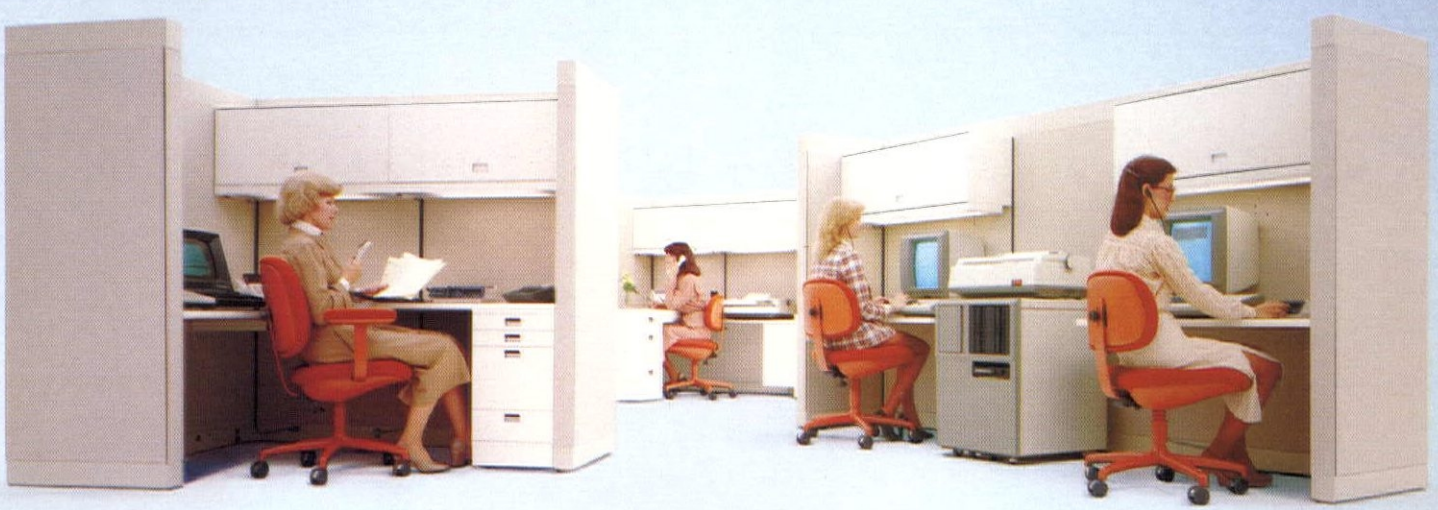
Tempo 3 delivers. It's the open office system designed to manage the electronics explosion. Easily. Effectively.

Real Capacity. Our unique design offers four raceways in each panel base—room for up to *sixteen* 25-pair cables and *six* 20-amp circuits.

True Flexibility. Our modular wiring makes rearranging easy. Order pre-wired outlets on one or both sides, in the base or at desk height. And outlets can be added anytime.

So don't get caught with your power down. Let us show you *all* the advantages of Tempo 3. Call your Shaw-Walker representative. Or write Shaw-Walker, 933 Division Street, Muskegon, Michigan 49443.

At NEOCON XII, come see us in our Chicago Showroom at 301 W. Washington Street.



SHAW|WALKER

©Shaw-Walker 1980

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Carpeting of Antron® III resists dirt better, stays new-looking longer.

The secret: Unique hollow-filament fibers.

Antron* III nylon is the only carpet fiber with a rounded hollow-filament structure. So it resists dirt better than other nylon fibers. The smooth exterior shape of Antron® III minimizes dirt entrapment, and the hollow-filament structure scatters light to make dirt less apparent. So the carpet stays new-looking longer than ordinary nylon carpeting.



Magnification 250X of Antron® III nylon showing hollow filaments and round, anti-static filament.

Antron® III is durable. Pile of Antron® III resists crushing and abrasion even in heavy-traffic areas. Keeps its fresh, new look.

Antron® III controls static shock. Gives you protection that won't wear out or shampoo out—because it's built right into the fiber.

Ohio Bell chose carpeting of Antron® III in its Phone Center stores. Chances are, you will too.

Write for Specifiers' Information Kit:
Du Pont Company
Room 37923
Wilmington, DE 19898

Installation: Ohio Bell Phone Center Store, Eastland Plaza, Columbus, Ohio.
Architect: McDonald, Cassell & Bassett, Columbus, Ohio
Flooring Contractor: Fibercraft Carpet Service, Inc., Columbus, Ohio

*Du Pont registered trademark for nylon fiber. Du Pont makes fibers, not carpets.

DU PONT
REG. U.S. PAT. & TM. OFF.

Circle 91 on reader service card

Antron® III
hollow filament nylon

The leading contract carpet fiber brand.



Don't settle for anything less

USG® Gypsum Ceiling Panels help you meet special job conditions and close budgets...all without closing out some beautiful options. Such as a distinctive collection of texture-painted and vinyl-clad panels for interior and exterior applications. Or classic plain panels for interior use only.

Inside or out, these versatile ceiling panels do so much more than limited alternatives. They strongly resist abuse, offer easy vinyl-face washability, require little else in the way of maintenance. And you can get USG Gypsum Ceiling Panels for fire-rated applications. Other notable benefits include simple lay-in installation, impact and crack-resistance, as well as USDA approval.

Make the big cost-saving move that won't show it on the finished job. Call your U.S.G. Representative for details on USG Exterior Gypsum Ceiling Panels or USG Interior Gypsum Ceiling Panels in 2x2′ or 2x4′ sizes. ▪ Or write to us at 101 S. Wacker Dr., Chicago, IL 60606, Dept.







Two options: Lunar, Vinyl Stipple.

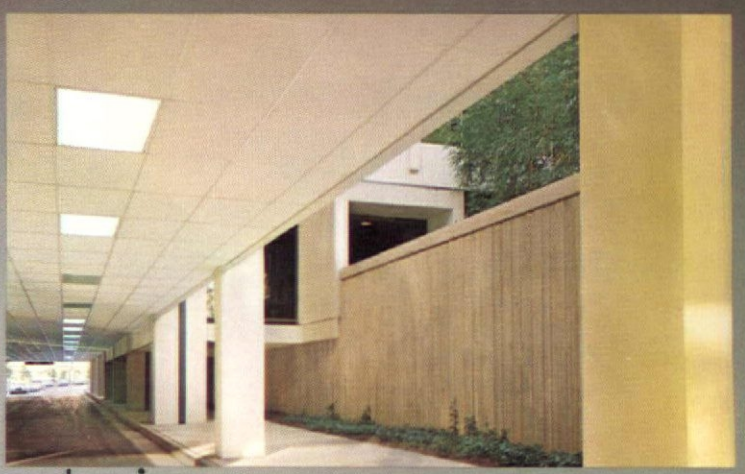
*Wide variety of washable vinyl-clad choices.**

**Not all patterns, available on a national basis.*

when you can get low-cost, fire resistant ceilings like these.



interior

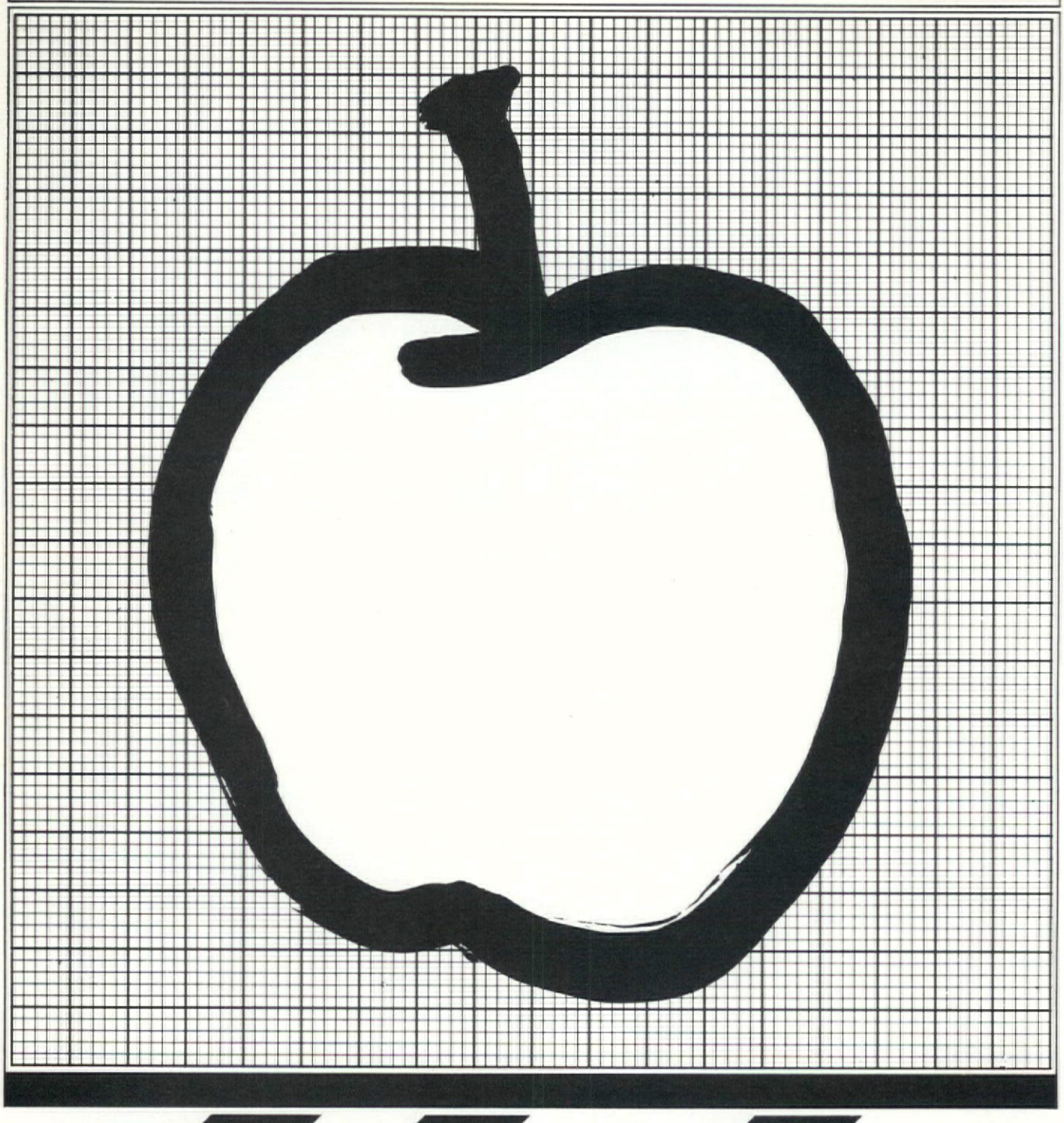


exterior

UNITED STATES GYPSUM
BUILDING AMERICA

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THE SHAPE OF THINGS TO COME



THE APPLE OFFICE SYSTEM
AT NEOCON 12

SEE US AT NEOCON INTERNATIONAL
IN THE EXPOCENTER APPAREL MART 2nd FLOOR

proform
IS FOR PEOPLE

PROFORM FURNITURE INDUSTRIES LIMITED
366 ADELAIDE ST. E., TORONTO, CANADA M5A 1N1

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READ THIS LETTER. AND FILL OUT THE COUPON, NOW.

They say that money isn't what it used to be. The dollar is down abroad and inflation is ruining us at home. And if inflation doesn't, the delivery from the showrooms will. Nevertheless, for most designers the world continues on its merry way. Sales are up, the showrooms are booming and recession is probably the name of a new color.

Last year, as Chairman of the Design and Space Planning Division of UJA's Federation Drive in our industry, I shared with you my concern about the fragility of life. Events in Iran have strengthened my concern about the need to be committed to human needs. The important charitable work of UJA Federation is a perfect example.

Did you know that UJA Federation services our community in education, hospital, child and youth services and care for the aged, with 130 health and welfare agencies.

I know you are busy. You know that I am busy. But none of us can be too busy to come to our fourth annual dinner at the Pierre Hotel, Tuesday, June 3rd, to honor three magnificent human beings—David Barrett, FASID, Andriana Scalamandre Bitter, ASID and Bernard Vinick, FASID.

Last year we raised a quarter of a million dollars. This year the need is greater. Please help us once again.

By helping others we help ourselves.

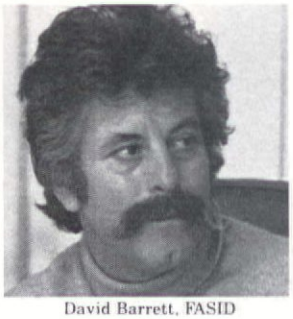
Sincerely,

Ben Beckman

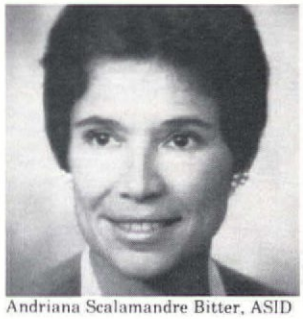
Ben Beckman, FASID
Chairman—Design, Space Planning
& Decorating Division, UJA-Federation



Bernard Vinick, FASID



David Barrett, FASID



Andriana Scalamandre Bitter, ASID

Mail to: Ben Beckman, FASID, Chairman
Design, Space Planning and Decorative Division, UJA-Federation
220 West 58th Street, New York, N.Y. 10019.

Ben, I agree with you and want to help.

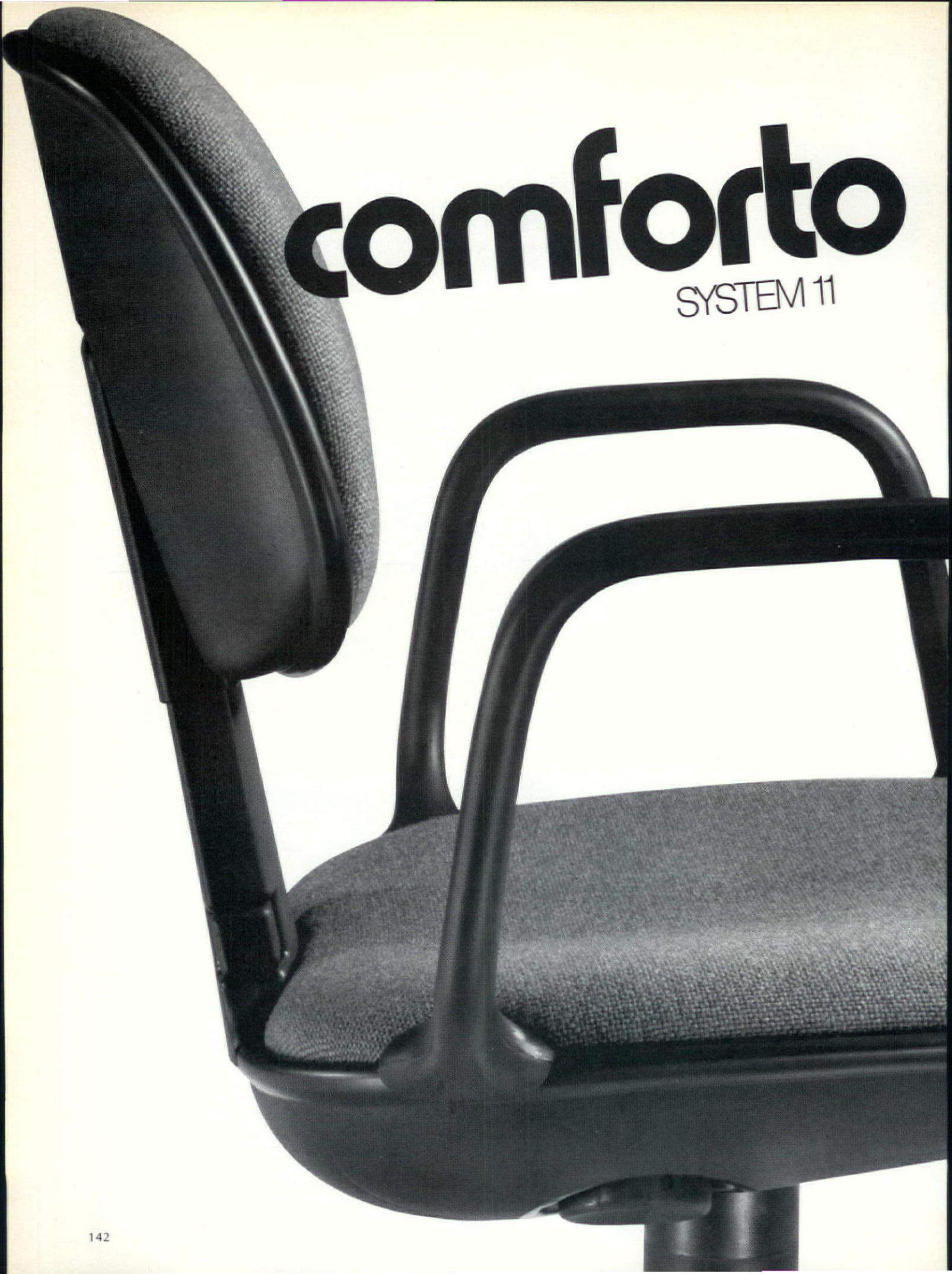
- ☐ Please send me an invitation to the dinner.
- ☐ Please send me information about UJA-Federation.
- ☐ I want to help on your committee.

Name _____

Company _____

Address _____

City _____ State _____ Zip _____


comforto
SYSTEM 11

Never before has seating so beautifully styled been so perfectly engineered.

Comforto System 11 is a full line of visually-related seating for a wide range of office functions. The design is rich, modern, authoritative. But the beauty of each chair goes far below the surface.

So advanced, it actually helps people work better.

In creating Comforto, we've taken the science of human engineering and applied it, in its most advanced form, to office seating. Our goal was to develop a complete system of seating that not only gives maximum comfort, support and adjustability, but *actually enhances performance* throughout the duration of task involvement. Through extensive research and engineering, we succeeded.

We started with the most advanced construction techniques. Then we made improvements.

Comforto's double oyster shell construction puts sleek design on the outside, and form-fitting function on the inside. Padding thicknesses are calculated for long term comfort. Arms are made of highly resilient polyurethane foam molded over a steel insert. All mechanisms are state-of-the-art, for reliability and durability. Outer surfaces are smooth and soft, to protect bodies as well as equipment. Bases are five-prong, for extra stability. Casters feature double ball bearings.

Adjustability is everything.

The key to comfort is *adjustability*. And within the Comforto system there is an adjustment for virtually every physical variable. All are designed to afford maximum postural support through every conceivable working position.

With Comforto secretarial and operator chairs, *seat height* adjustment offers one of the widest ranges on the American market. This adjustment is available in either manual operation, or with our "Comforto Lift" control. *Seat angle* tilts to compensate for a wide range of body weights and shapes. *Back height and posture* is fully adjustable on secretarial styles. And *every* adjustable-height style has a shock absorbing seat.

All adjustments can be made easily with a simple push of a button. Controls have been designed to be part of the chair. Not unsightly additions.

Endorsed by seating expert Walter Kleeman, Ph.D.

In a recent survey evaluated by Walter Kleeman, Ph.D., of Western Kentucky University, over 1,900 persons in task-intensive jobs were asked what they considered the most important feature of their work situation chair. Over 75% ranked "fit/comfort" first.

According to Dr. Kleeman, Comforto's high degree of adjustability provides a greater level of fit/comfort than any seating on the market:



"Comforto's pushbutton ease of adjustment is unsurpassed for task situation seating. This adjustability contributes greatly to both short and long term comfort... which in turn contributes to improved on-the-job performance. Comforto offers every possible advantage for maximum performance. I consider it one of the most highly engineered seating systems in existence."

Walter Kleeman, Ph.D.
Western Kentucky University

Everything Comforto does, it does better than any other seating system.

Comforto offers every seating feature that you, as a designer, could ever need. Style. Selection. Rugged construction. Plus solid value.

It's a complete system, with 35 styles to choose from. Upholstery coverings are available in an assortment of leathers, vinyls and fabrics. Shells are available in both black and brown.

But most important is what Comforto allows you to offer your clients. Performance. Performance that's as high as possible, from a work environment that's as *perfect* as possible.

We've got a lot more to tell you about Comforto System 11. Write us. Or better yet, visit your nearest Comforto showroom. We'll show you what system seating is all about.



comforto SYSTEM 11

HIGH PERFORMANCE SEATING

CONSOLIDATED BURRIS INTERNATIONAL

A Division of Burris Industries
P.O. Box 698, Lincolnton, NC 28092
1041-42 Merchandise Mart, Chicago

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Watch for our June issue...

CONTRACT's Government "Executive Buyer Edition" will give you—and 5,000 government end-users—all those hard-to-get details

June CONTRACT
will feature the government market



Our Government "Executive Buyer Edition" will provide the latest, most valuable information available on this major contract market to the approximately 27,500 top specifier/buyers who regularly receive CONTRACT—plus 5,000 government administrators and purchasing executives at federal, state and local levels, including military, courts, Veterans Administration, etc.

Advertising Deadlines: May 7, orders; May 15, film; May 19, furnished inserts.

Also, upcoming "Executive Buyer Editions" will focus attention on these important markets:

August... Practical editorial information, plus extra circulation to 5,000 large corporation facilities planning executives. Space closes approximately July 11.

October... Practical editorial information, plus extra circulation to 5,000 bank presidents and chairmen of the board. Space closes approximately September 12.

November... Practical editorial information, plus extra circulation to 5,000 office managers and facilities planners. Space closes approximately October 10.

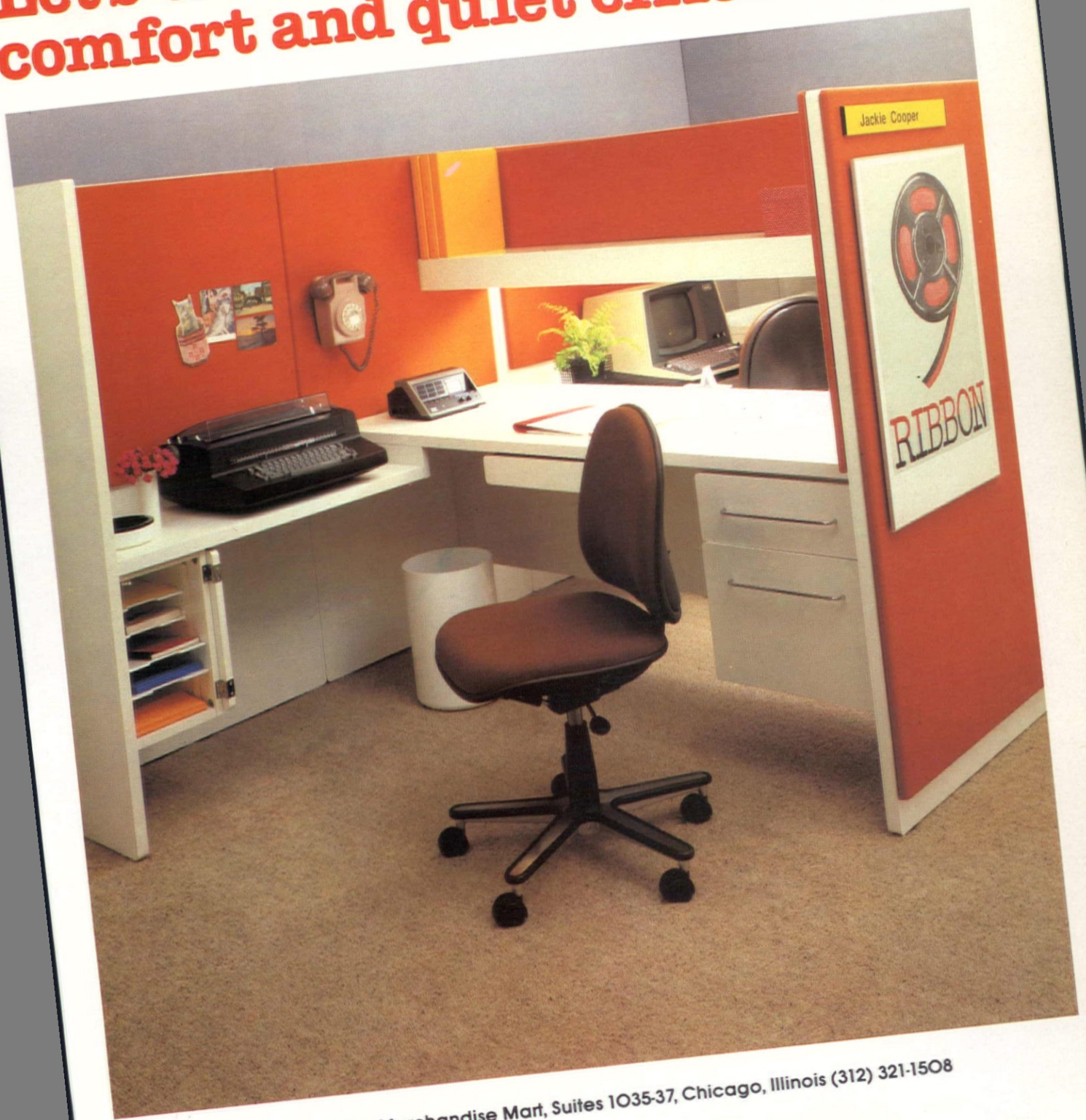
December... Practical editorial information, plus extra circulation to 5,000 planners, developers and managers of stores, chains and shopping centers. Space closes approximately November 7.

February... Practical editorial information, plus extra circulation to 5,000 health care executives. Space closes approximately January 10.

Contract

A Gralla Publication/1515 Broadway/New York, NY 10036/(212) 869-1300

Let's talk about comfort and quiet efficiency...



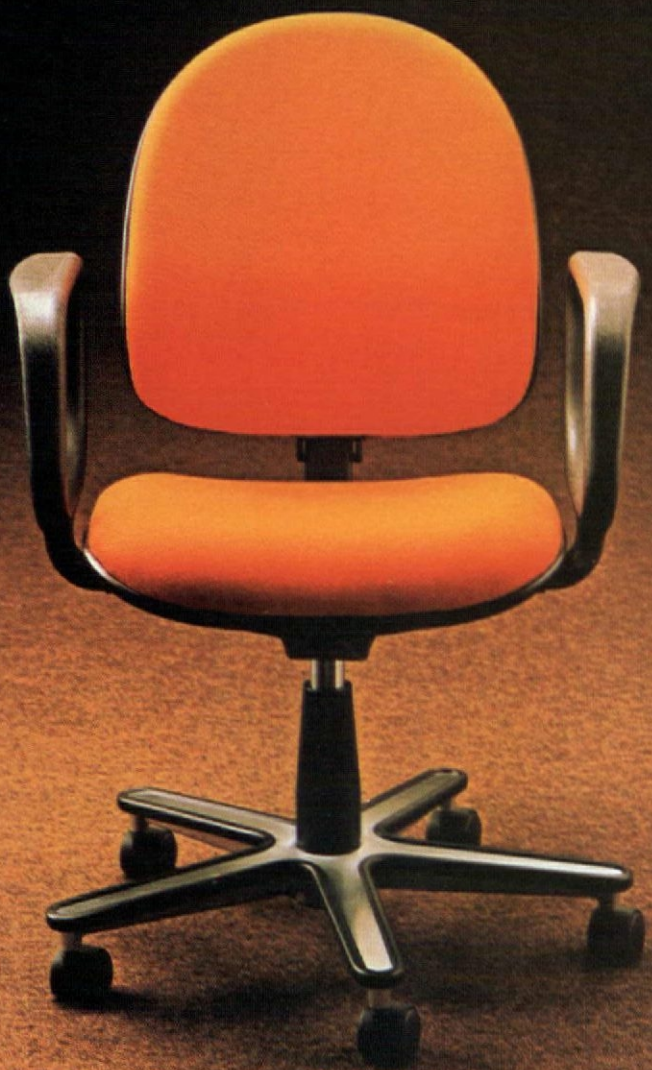
See us at the Merchandise Mart, Suites 1035-37, Chicago, Illinois (312) 321-1508

DISCOVERY SYSTEMS
P.O. Box 62
Carlstadt, New Jersey 07072
(201) 438-7722

iffi giroflex
INTERNATIONAL FURNITURE INDUSTRIES, INC.
138 East 34 Street, New York, New York 10016 (212) 689-8222

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lignas
Our fourth generation articulated chair.
We have manufactured the series metropol, solidor and pasal since 1969 with our exclusive automove mechanism, which offers a full backward tilt. The height of the front edge of the seat remains constant when the chair is tilted back.
We aim at perfection in technical concepts and design, based on ergonomic and anthropometric studies, and as you can see we also know a thing or two about eye appeal.
Seven outstanding ranges with more than 100 models.
Showrooms • Chicago Dallas Minneapolis New York San Francisco Seattle
CHICAGO MERCHANDISE MART SPACE 1035-1037



polytrop
At the touch of a button, the seat goes up and down, the back goes in and out.
girolift
Our exclusive super-reliable gas cylinder mechanism giving continuous height adjustment with progressive springing. Smooth and effortless seat height adjustment while the chair is in use. Experience exceptional sitting comfort even at the lowest seat position because you always sit on spring.
Warehoused in four colors for immediate delivery.
Europe's largest office seating manufacturer

giroflex

CHICAGO MERCHANDISE MART SPACE 1035-1037

iffi INTERNATIONAL FURNITURE INDUSTRIES, INC.
138 East 34 Street, New York, New York 10016 (212) 689-8222
Showrooms • Chicago Dallas Minneapolis New York San Francisco Seattle

Circle 102 on reader service card

Architect **Hans J. Wegner** and furniture manufacturer **Ejnar Pederson** of PP Furniture, Allerod, have been awarded the Danish Furniture Prize by Danish Furniture Manufacturers Association.

Gardisette U.S.A. Inc. has established a contract department and promoted **Sam Dollenmeier** (shown) to Contract Sales Manager.


Dollenmeier

L.J. Craddock has been appointed Executive Vice President of Croydon Furniture Systems.

James M. Murrey, AIA, has been appointed Group President of the newly organized Consulting Divisions of Interspace Inc.

Anne Brookes, Al Jenkins, Ray Wilson, Neal Cooper, Randy Throne, Kelly Markovic, and **Diana Fletcher** are new territory managers for Fabrica Inc.

Lyman T. Johnson, IDEC, has been re-elected Chairman of the Board of Trustees for 1980 for the Foundation for Interior Design Education Research. **Boyd L. Loendorf,** FASID, will continue as Treasurer.

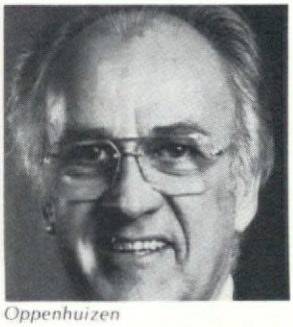
Joan Martin (shown) has been promoted to Marketing Manager for Howe Furniture.


Martin

Thomas V. Maxwell has been named Sales Manager of Home Improvement Division/ Sykes Flooring Products, Masonite Corp.

Winston K. Lippert, ASID, IBD, has been elected Vice President of Richard Plumer Interior Design in charge of contract design.

Frank Baudo has been named Division President of Haworth/New York, a division of Haworth, Inc.


Oppenhuizen

Simon W. Oppenhuizen (shown) has been appointed President and General Manager of Office Products Division of American Seating.

Monarch Furniture will open a new showroom in Space 642 in the Dallas World Trade Center.





Owens-Corning sound dividers. Designed so your design gets noticed. Not ours.

We don't expect people at work to appreciate the classic lines of our sound divider system.

They may not notice the handsome fabric covering. Or how beautifully the dividers fit together.

They may never see the electrical raceway hidden in the base or the shelf-hanging capability.

And they can't possibly know that their privacy comes from our special sound-absorbent Fiberglas* core inside each panel.

What they will notice is what really matters: the total landscape you've created.

For a free Sound **Divider** catalog, color selector, and booklet, "Speech Privacy in the Open Office," write A.E.K. Meeks, Owens-Corning Fiberglas Corporation, Fiberglas Tower, Toledo, Ohio 43659.

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OWENS/CORNING FIBERGLAS TRADEMARK®

*T.M. Reg. O.-C.F. © O.-C.F. Corp. 1978

RESUME

Name: PREMIER SERIES
Address: Chromcraft
Height: 72" Long X 39" Wide X 29" High – Weight: 420 lbs.
Age: Always Contemporary

POSITION DESIRED

Desk Job.

EDUCATION

PREMIER Graduate, First in the Class. MBA, Master of Brass Accent.

EXPERIENCE

Proven Performance as the top of the decision-making process.
Flexible and capable as a storehouse of business information.
While maintaining the dignified appearance of polished wood,
Premier does legwork with the flair of chrome and a touch of brass.

SALARY

More than reasonable for a professional with a front that rolls 180 degrees, legs that come in all chrome or chrome with brass corners and drawers that come in four different arrangements.
Will serve equally well in Southern Pecan, Autumn Oak or Rustic Elm.

REFERENCES

Furnished on request from Chromcraft.

PREMIER
By Chromcraft

Chromcraft Furniture

a Mohasco company

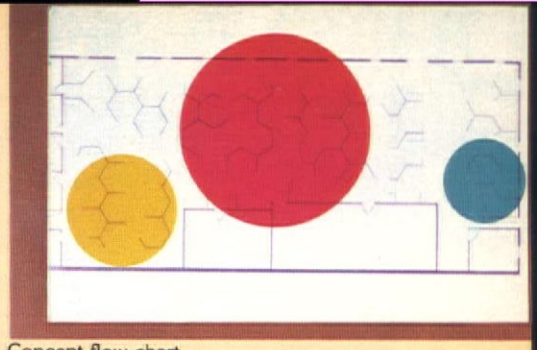
Senatobia, MS 38668, 601/562-8203

Showrooms: DALLAS, Space 638 World Trade Center, 214/748-2706
CHICAGO, Space 1131 Merchandise Mart, 312/943-2285

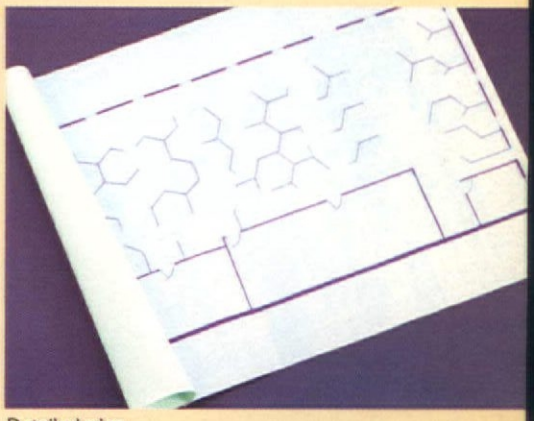
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Private Spaces improve communication, efficiency and work flow for a better working environment.



Concept flow chart



Detailed plan

Creating environments that work for people Private Spaces™ makes it easy for you

Taking the space-saving, tax benefit transition to open plan can be difficult. You have to think of so many things. Ventilation, noise level, lighting, aesthetics, personnel acceptance. And—selling your management on the bottom line!

Well, with us, it's easy. First off, all-acoustical Private Spaces ensures your maximum growth flexibility. It's a system designed for personal comfort, privacy, and efficiency. Even the smallest component is human-scaled. And a lot more. But you want to know how we make the transition easy.

Your Private Space Representative spends time learning what you expect from your working environment. He does a needs assessment, which includes talking to a sampling of your employees. He double checks with you with a concept flow chart.

Once agreed on the chart, he checks with your employees for specific needs, work patterns, habits. He executes a detailed plan showing your accumulated space savings. From it, you and he can determine your bottom line savings and tax opportunities. And, if you like, your Private Space Representative can even help with your presentation to management.

He can take charge for you from inspiration to installation. With follow-up to be sure your needs are met correctly and quickly. The whole idea of Private Spaces is creating an environment that works for people. So make it easy on yourself. Just call 612-469-4416 for your Private Space Representative.

Rosemount
Office Systems, Inc.
A subsidiary of Emerson Electric

Airlake Industrial Park • Lakeville, MN 55044 • 612-469-4416

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Fresh directions from
THAYER COGGIN INSTITUTIONAL
include the substance of comfort, visual pleasure, and scale for today's office interiors. This series is available arm or armless with optional high back. Choice of natural or dark oak base.

THAYER COGGIN INSTITUTIONAL, INC.
P.O. Box 5867, High Point, N.C. 27262
(919) 883-0111

SHOWROOMS: New York; Dallas; San Francisco; Los Angeles; Chicago, Suite 1173.

TCI

Designed by Milo Baughman



Integral to the **TCI** design concept is Faultless Chairwear,™ everything between the seat and the floor. Ultra slim Thinline chair control. Twindisk® II dual wheel casters. And a five leg steel base.

Faultless®

FAULTLESS DIVISION / Bliss & Laughlin Industries / Evansville, Indiana 47711

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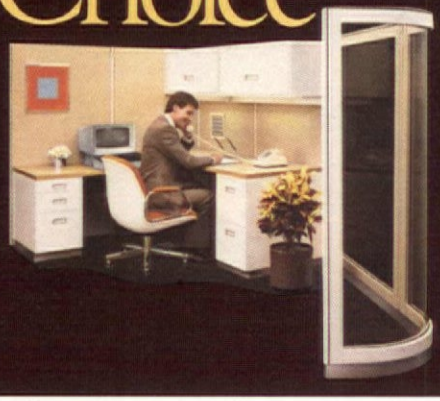
Freedom Of Choice

Choosing All-Steel furniture is only the first of many choices.

All-Steel makes complete lines of components for today's office. But you make the choices about how and when to introduce them into your office plan.

You see, our 8000 Series components are compatible not only with each other, but also with your client's existing contemporary office furniture. So you're not limited to an all-or-nothing choice.

You can retain as much of your client's traditional office plan as you wish. Simply introduce All-Steel 8000 Series components a few at a time.



Choose from a variety of furniture styles...a variety of panel sizes and components...a variety of shapes, colors, textures, wiring and communications capabilities. Choose only what you need to serve your requirements.

Discover all the choices that can be yours when you choose All-Steel. Call Wayne Wilkins at 312/859-2600, or write for our new 8000 Series Systems Furniture brochure. All-Steel Inc., Aurora, IL 60507.

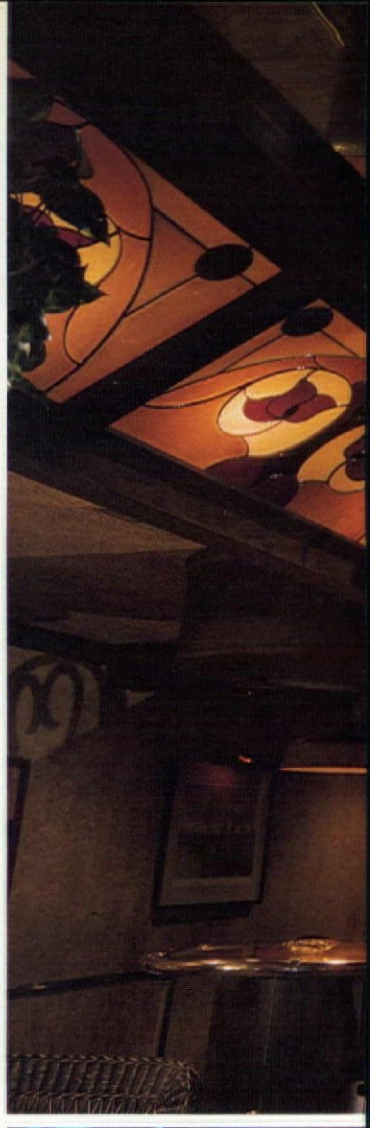
ALL·STEEL
ONE OF THE CIT COMPANIES

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a spectrum of light, shade & color...



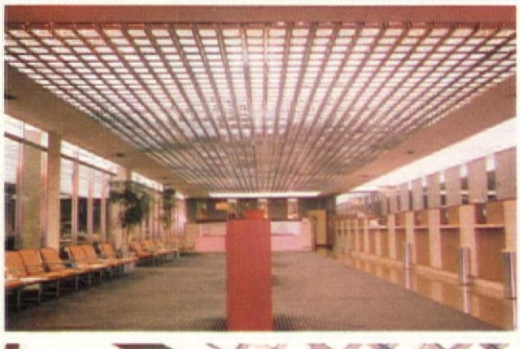


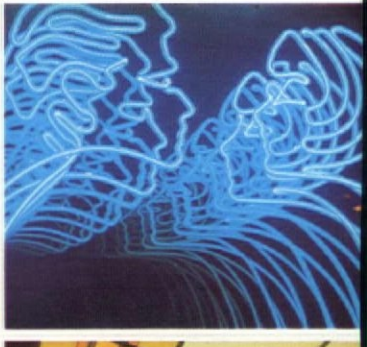
a complete source for ceilings-walls-lighting & cabinetry systems

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DESIGNERS VIEW, INC.
CAL-MAR INDUSTRIES
DISEGNATORE
BAR WORLD
CAL-LITE, INC.
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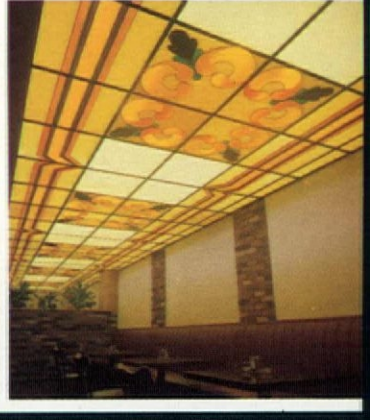












See us at the NEOCON Show in Chicago—
Showroom 1149 June 11-12-13

THE DESIGNERS VIEW GROUP ● 3816 No. 29th Avenue ● Hollywood, Florida 33020 ● (305) 920-4000



The Designers View Group is a remarkable addition for the design and architectural fields, with its proven experience of uniquely sophisticated attractive decor products.

The Designers View Group—a group of companies that produce items of glass, wood, metal, plastic, and high density foam, with casting injection moulding and extruding capabilities. A complete interior decor package to the design field from one production source, excluding only floor coverings. This design concept enables a designer to accomplish a completely decorated interior within a matter of days.

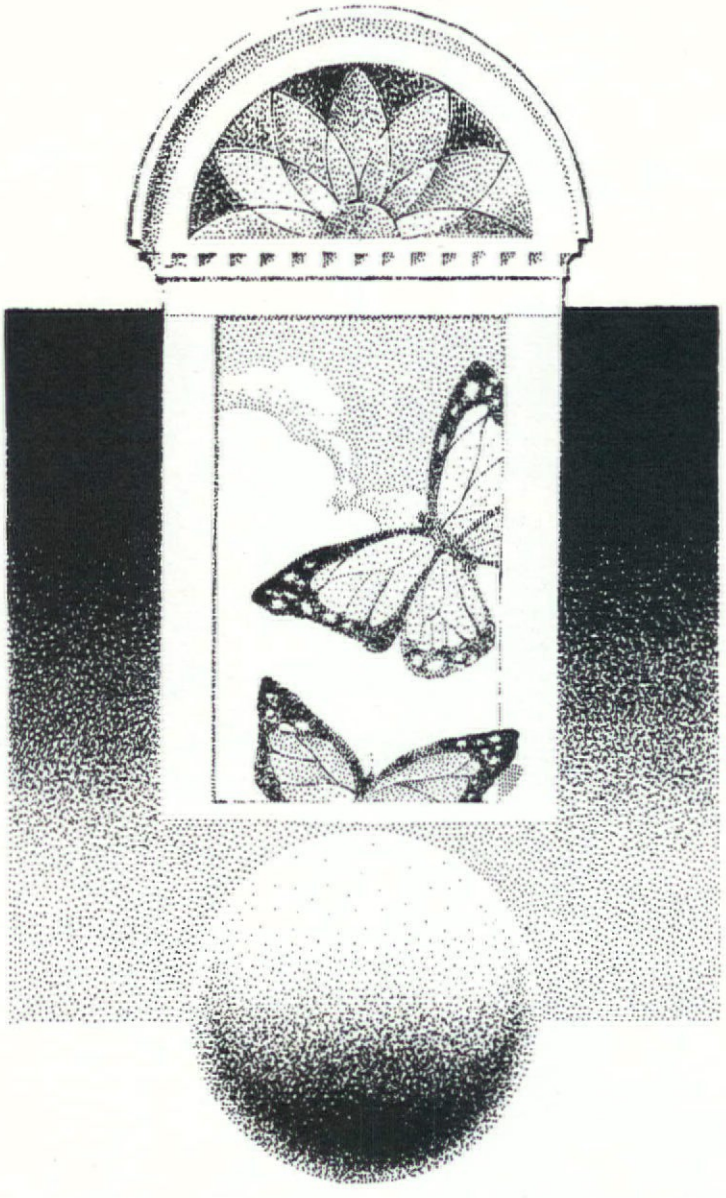
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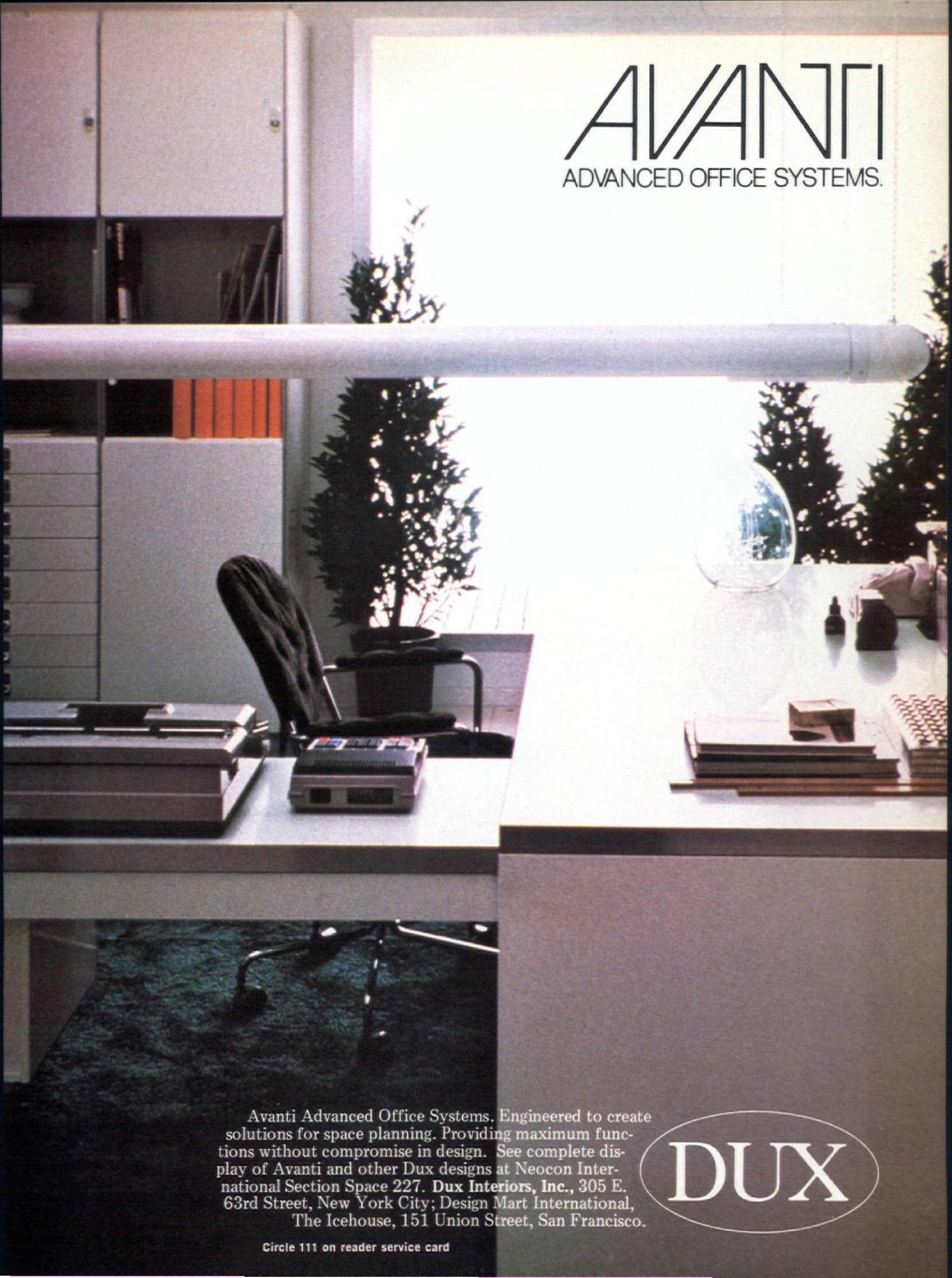
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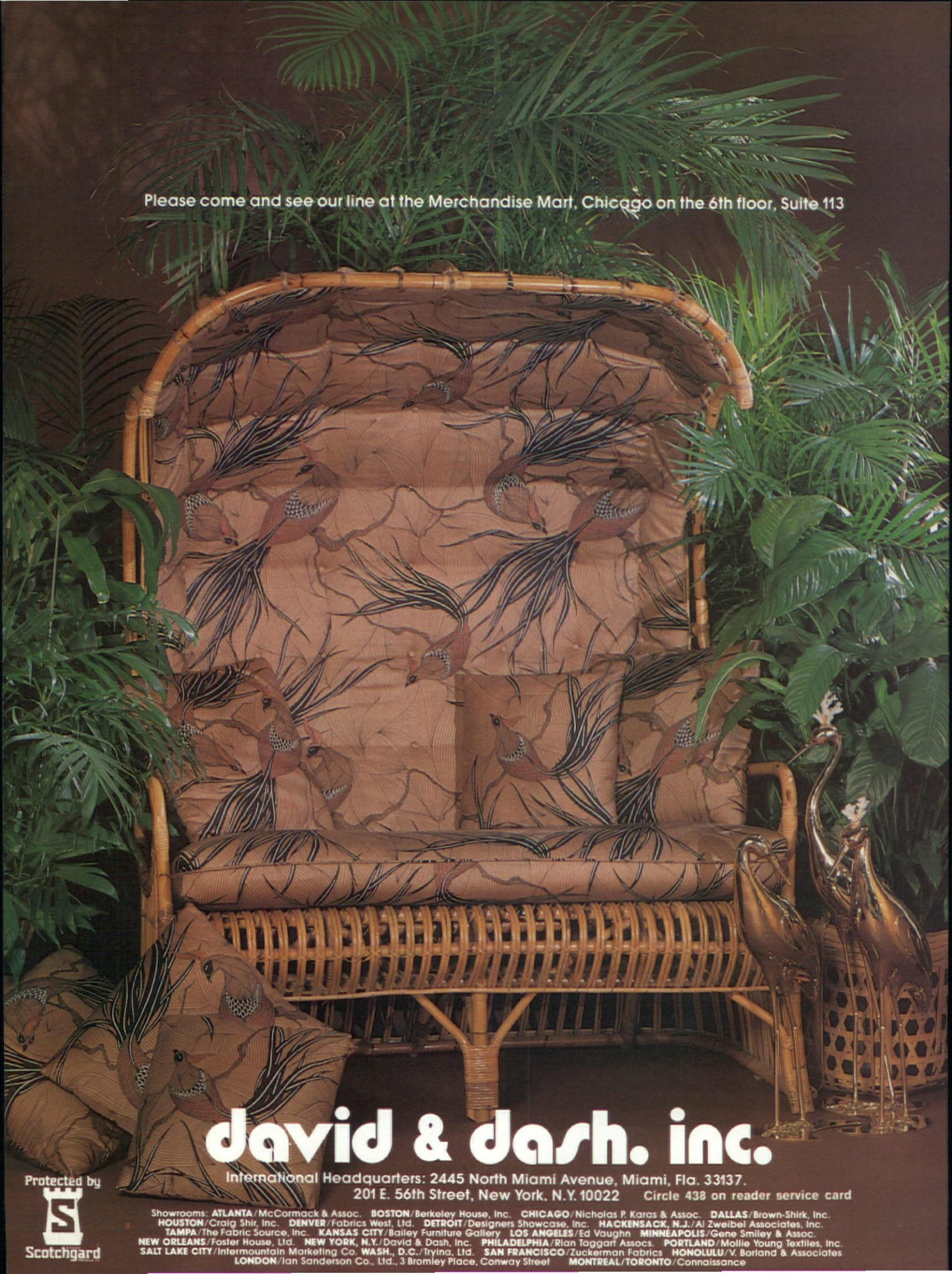
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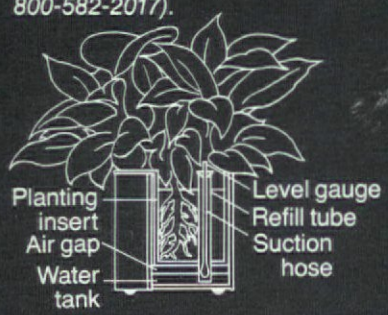
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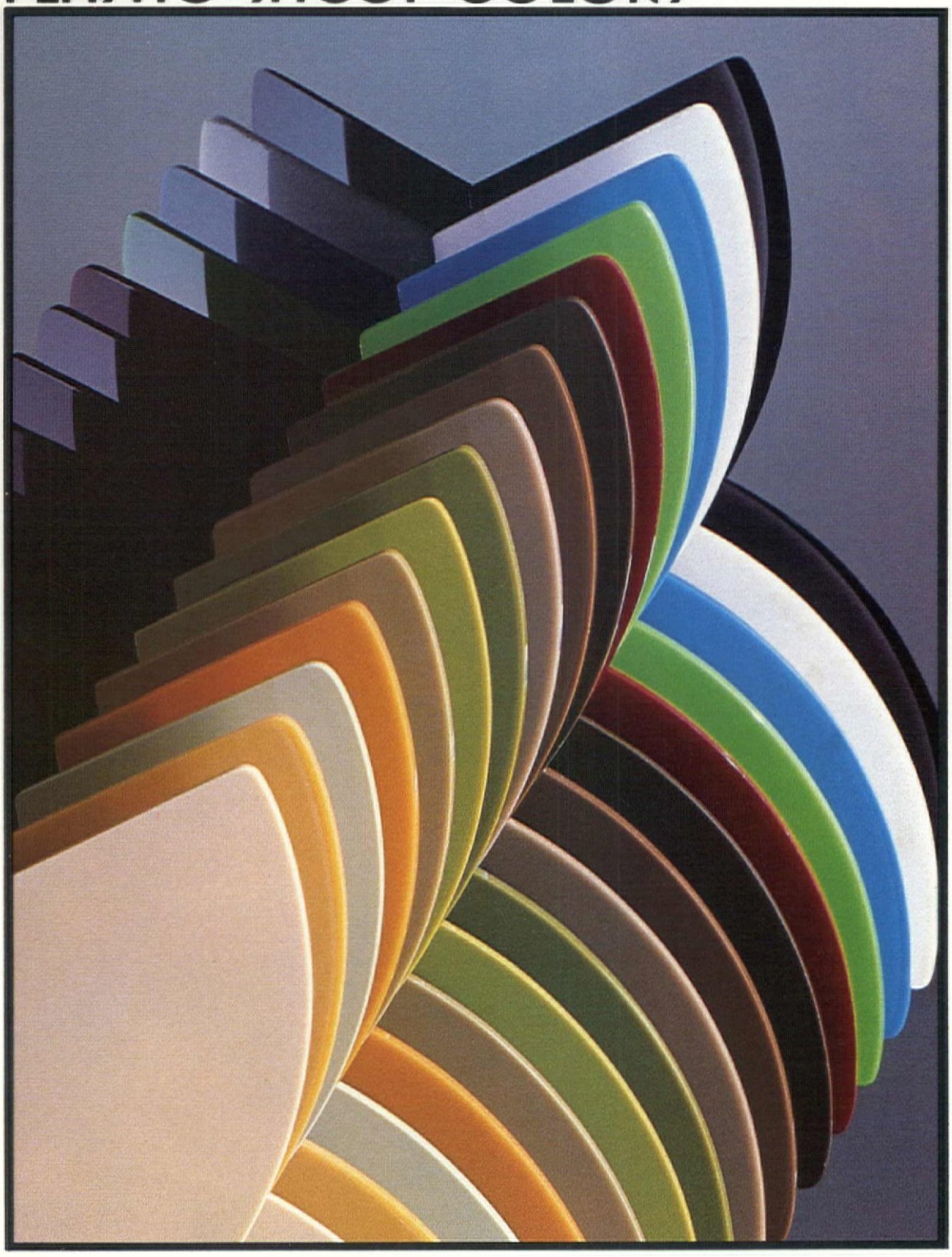
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A fanciful circlet of colors introduces the Am Se Co new designer fabric series for seating and office systems . . . a palette offering unusually rich texture, dimensions and durability. See our fabric sculpture.

Fabrics

*We invite all designers, architects, space planners and end users to name our new product and answer a short questionnaire. Cash prizes will be offered. Submit your entries at our Showroom in the Mart, Suite 964. Winners will be announced at Neocon, on Friday, June 13, 1980.

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1980

May 17-21. National Restaurant Show. McCormick Place, Chicago.
May 24-26. Mid-America Furniture & Accessory Market. Veterans Memorial Exhibit Hall, Columbus, Ohio.
June 8-13. Furnishings Market. Merchandise Mart, Chicago.
June 11-13. NEOCON XII—National Exposition of Contract Furniture & Furnishings. Merchandise Mart, Chicago.
June 14-16. Tampa Furniture Show, Expo Hall, Tampa, Fla.
June 15-20. International Design Conference. Aspen, Colo.
June 16-18. Construction Specification Institute Convention. Anaheim, Calif.
June 22-25. Summer Furnishings Market. New York Furniture Exchange, New York.
June 22-27. Summer Lighting/Accessories Market. Lighting/Accessories Center, New York.
July 1-3. National Education Association 1980 Educational Expo. Los Angeles.
July 6-11. Furnishings Market. Dallas Market Center, Dallas.
July 12-13. Summer Market. Design Center Northwest, Seattle.
July 13-16. International Carpet & Rug Market. Merchandise Mart, Atlanta.
August 16-18. Florida Furniture Show. Convention Center, Miami Beach, Fla.
August 21-25. ASID Annual Conference and International Exposition of Designer Sources. Hilton Hotel, New York.
August 22-26. World Woodworking Expo '80. Georgia World Congress Center, Atlanta.
September 13-17. International Woodworking Machinery & Furniture Supply Fair. Kentucky Fair and Exposition Center, Louisville.
September 14-17. National Market for Casual Living. Dallas Market Center.
October 1-5. NOPA Office Show. McCormick Place, Chicago.
October 2-3. CONN.Y. Floor Coverings Show. New York Carpet Center, New York.
October 2-5. Woodworking Show. Hyatt Regency, Chicago.
October 4-12. Arts & Antiques Festival. Park Avenue Armory, New York.
October 12. Contract Show and Seminar. Design Center N.W., Seattle.
October 17-21. National Summer and Casual/Lifestyle Furnishings Show. Expocenter, Chicago.
November 2-4. IBD Student Design Rally. Grand Rapids, Mich.
November 5-8. International Hotel & Motel Suppliers Show. Convention Center, Las Vegas.
November 7-9. Design Assembly. The Marketplace, Philadelphia.
November 9-12. International Hotel/Motel & Restaurant Show. New York Coliseum, New York.
November 18-20. International Energy Trade Show. Expocenter, Chicago.

Foreign Trade Shows 1980

May 15-21. INTERBIMAIL '80—International Biennial Exhibition of Woodworking Machinery and Tools. Milan Fair Quarters, Milan, Italy.
May 16-20. STAR, International Exhibition for Furnishings Textiles. Milan Trade Fair, Milan, Italy.
September 19-24. International Furniture Show. Milan, Italy.
October 1-3. Texprint '80. Royal College of Art, London, England.
October 21-26. Orgatechnik '80. Furniture Fair, Cologne, Germany.

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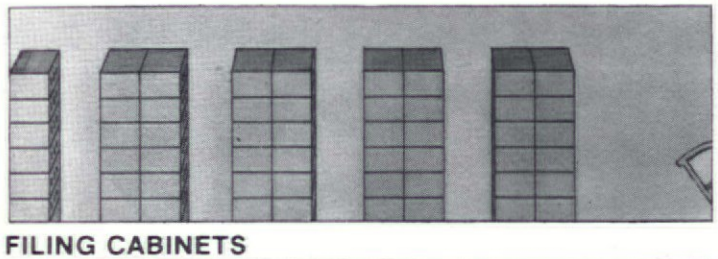
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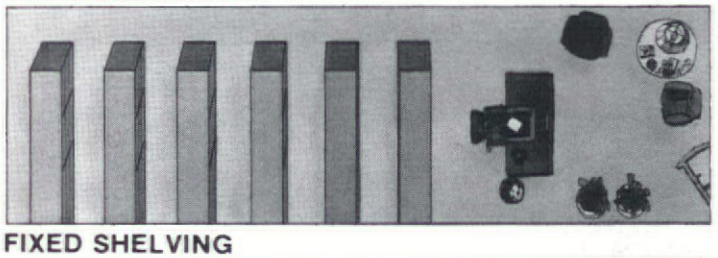
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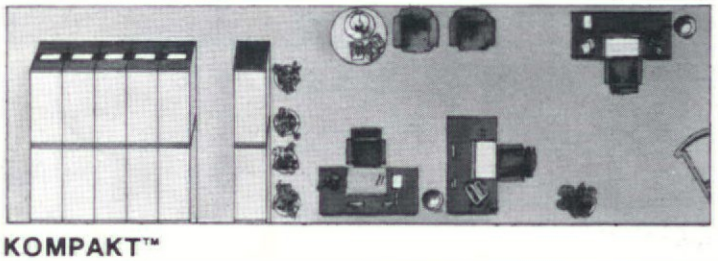
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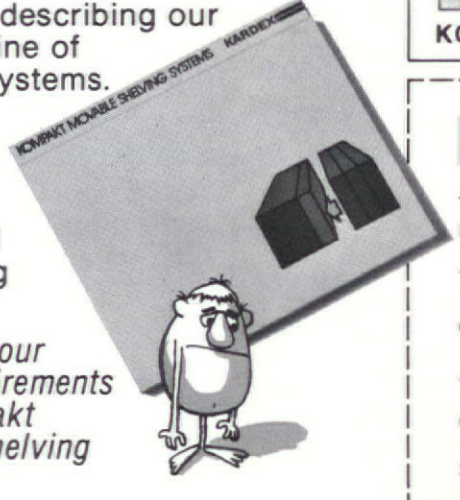
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Westinghouse ASD+: designed to make people and their investment more productive.

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focus on Westinghouse.

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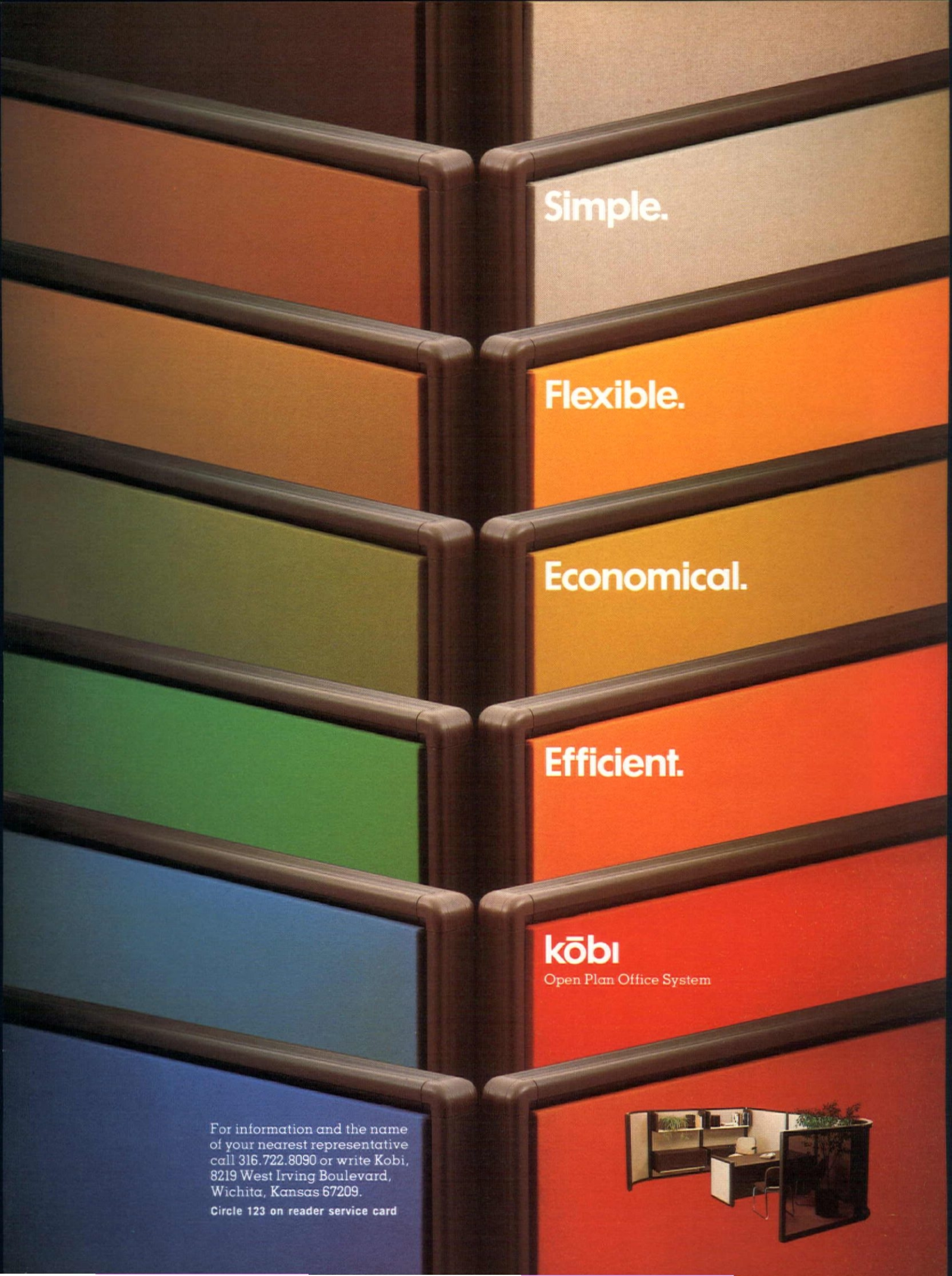
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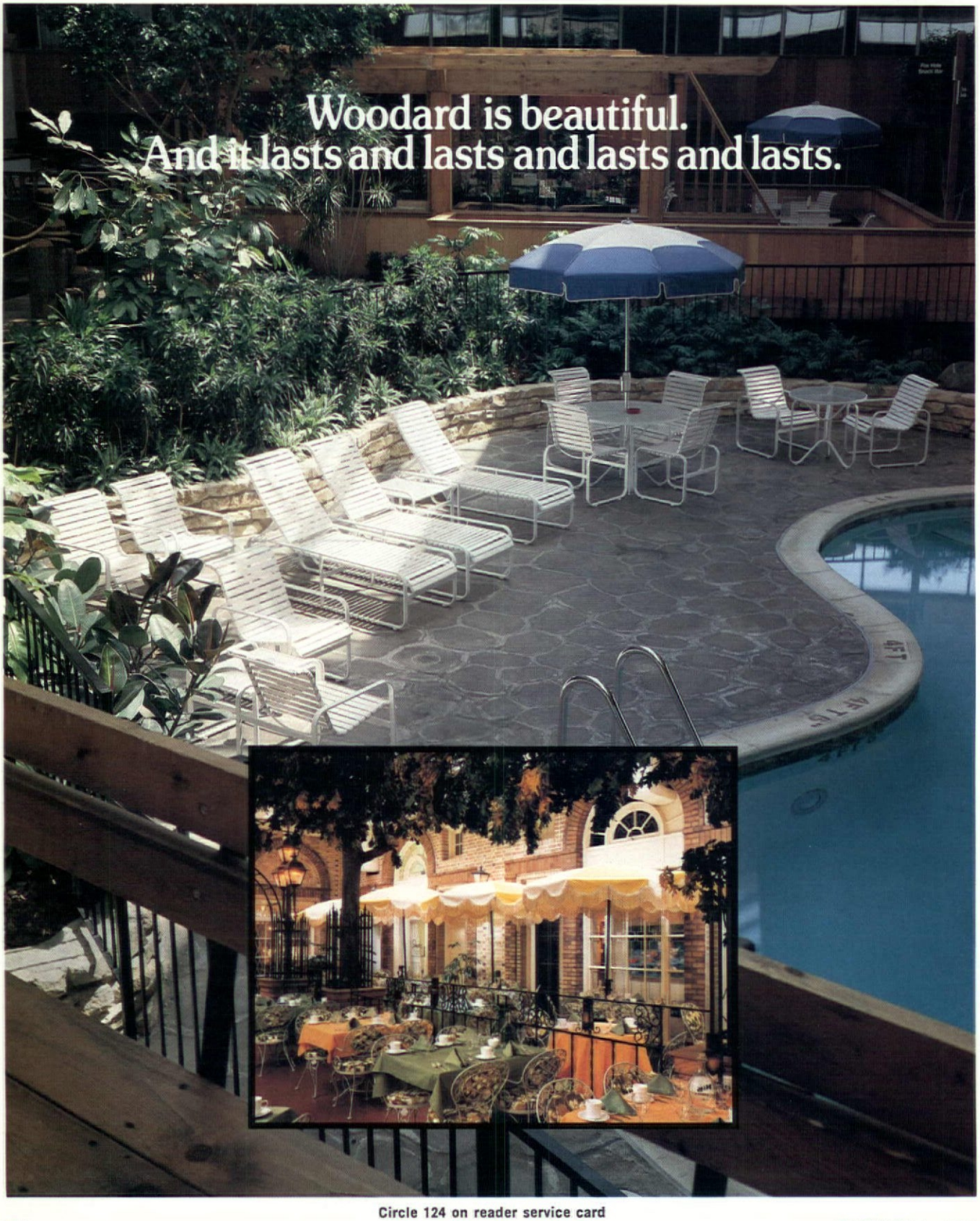

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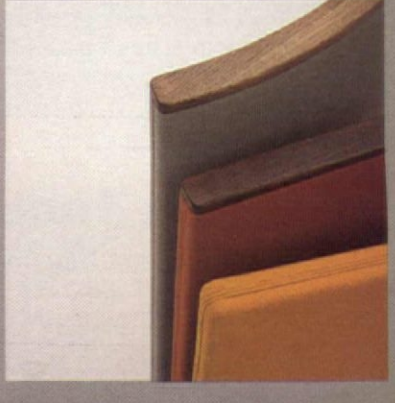
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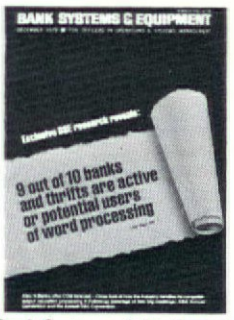
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We know you might have occasion to ask about the custom work we can do for you at the Bolta Design Center, where the possibilities are unlimited in terms of colors, patterns, embossings and special products.

And because we know this, we've done something about it. We've installed an 800 number.

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Call us for help in specifying. For information about custom applications. For advice on anything relating to how BoltaWall vinyl wallcovering can help you in your work.

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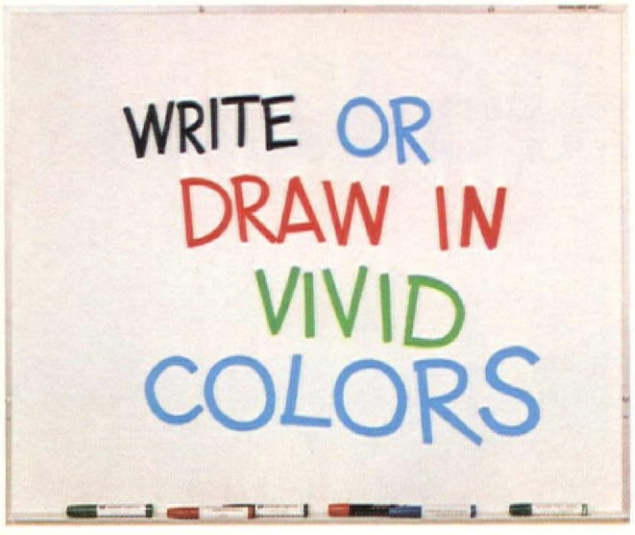
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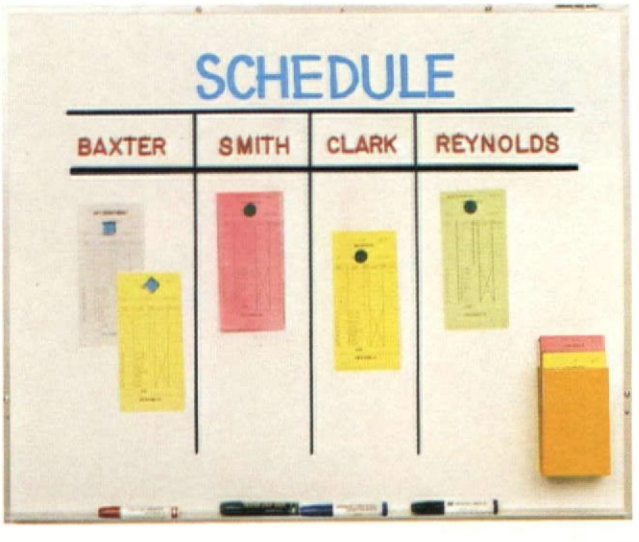
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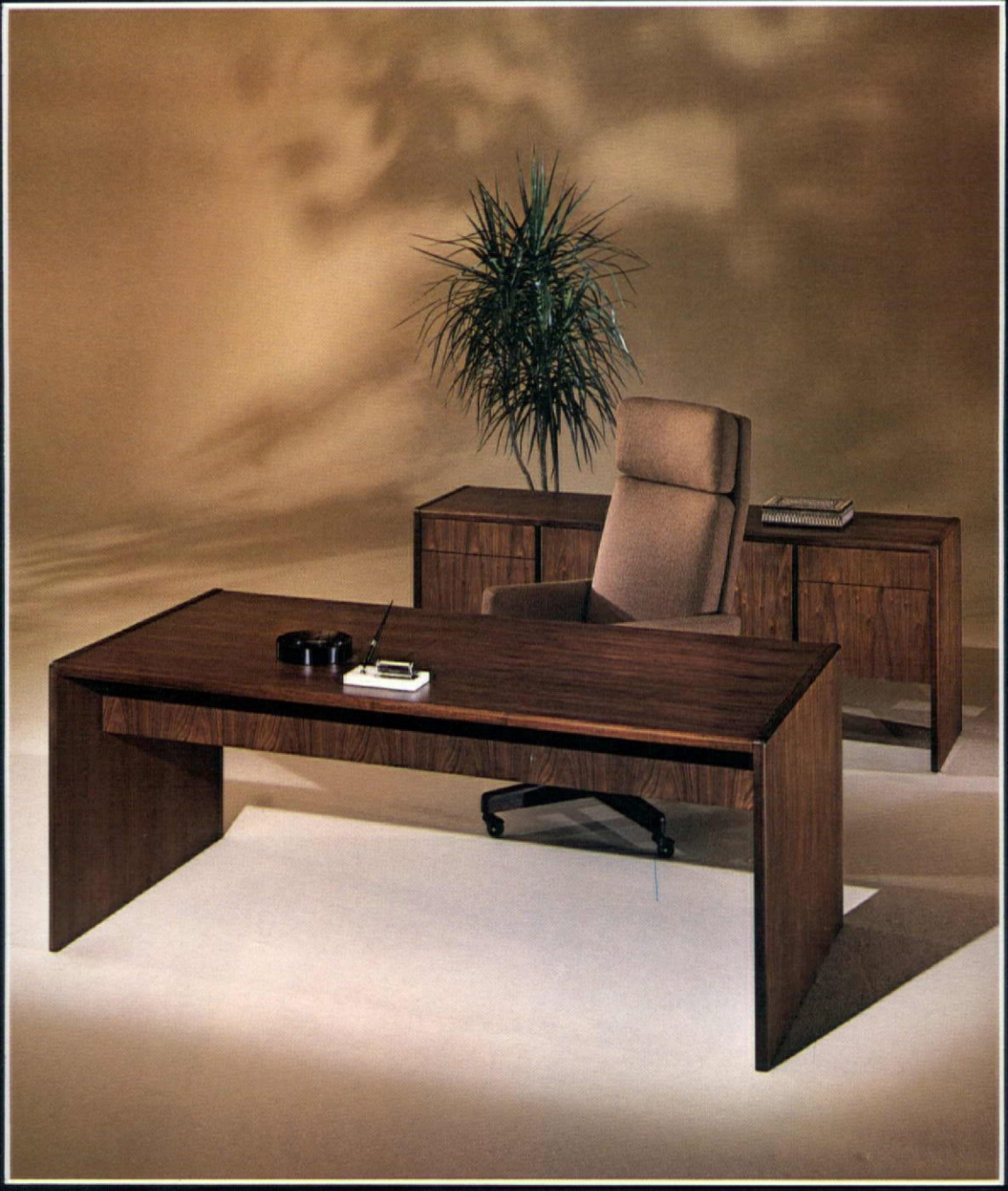


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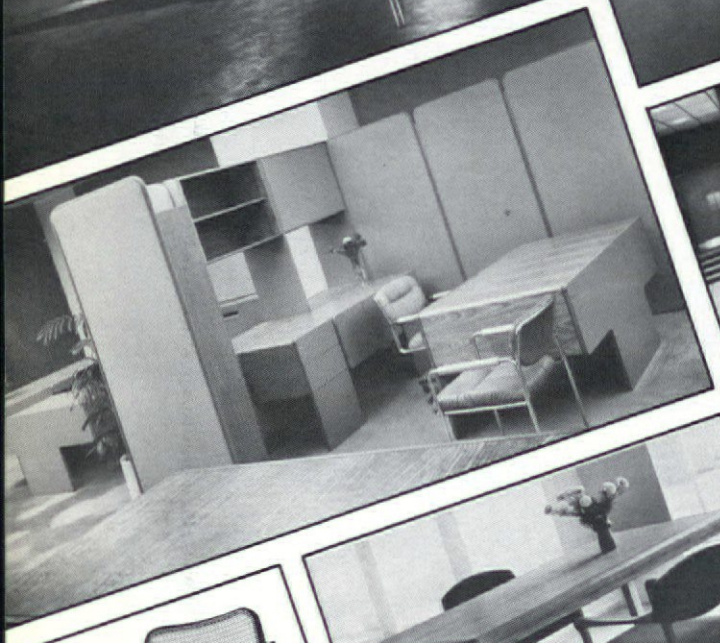
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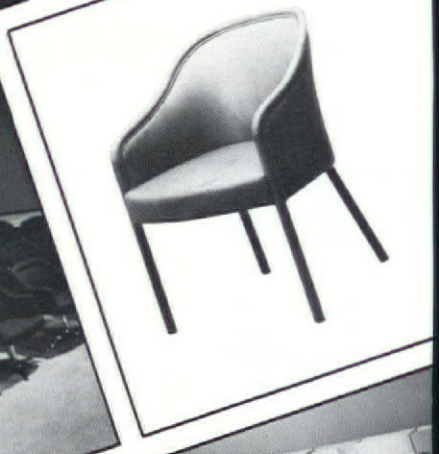








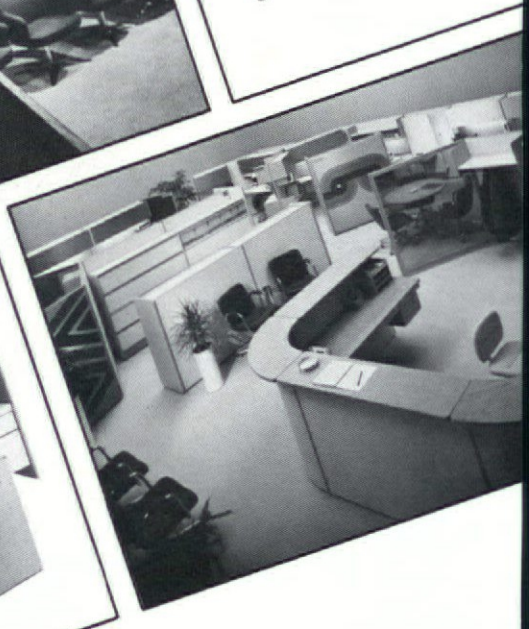












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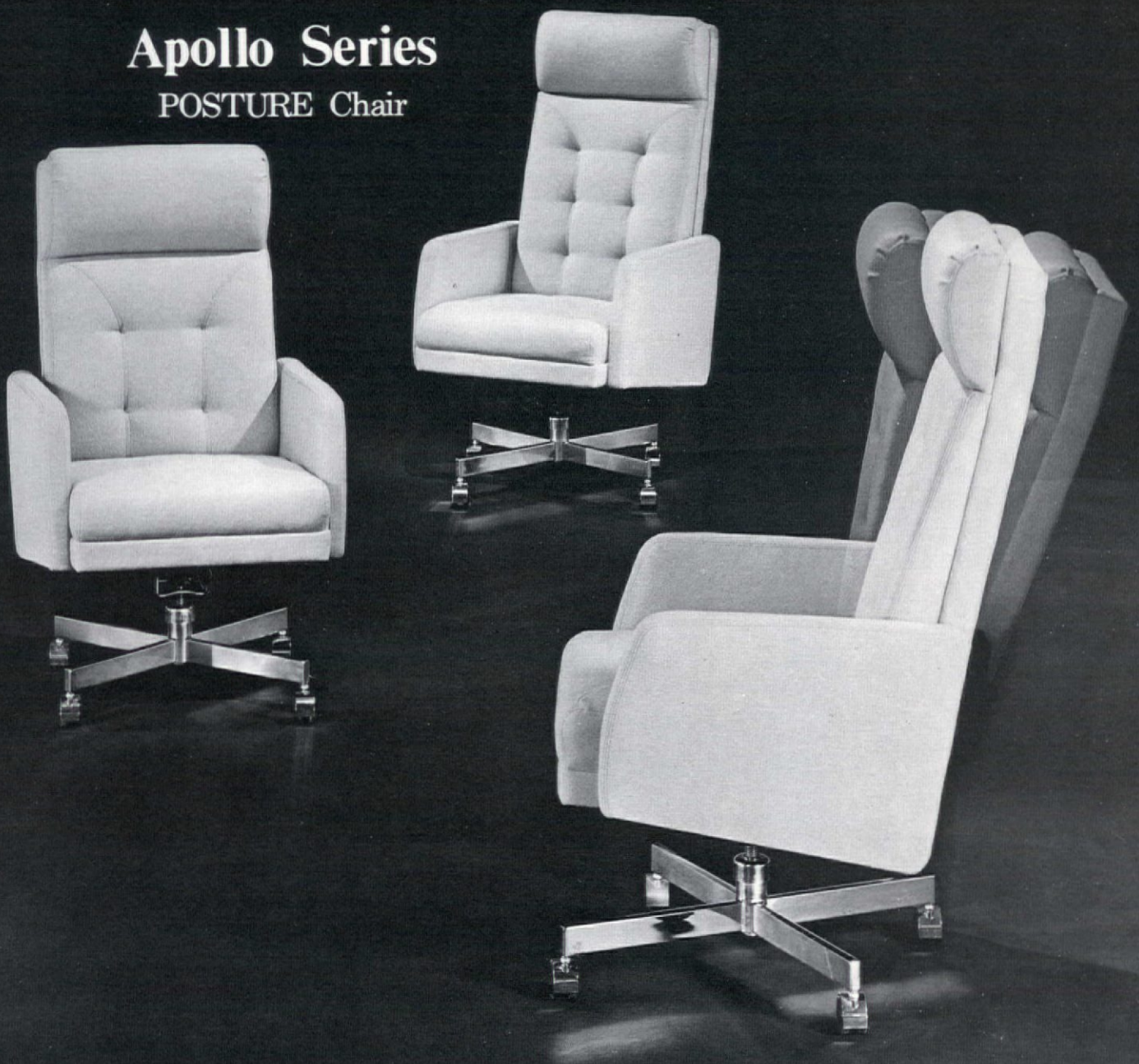
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Sit down at a cluster desk and you'll find that 95 percent of the work surface is within easy reach, as opposed to only 75 percent with a conventional rectangular desk. A secretary can move quickly from typewriter to pad. A switchboard operator has room for a phone listing. An administrative assistant can handle calculations, worksheets and reference books with room to spare. And as an added bonus, the desk takes up 20 percent less floor space.

IT CLUSTERS IN MORE WAYS THAN ONE



The Cluster 120 System fits together in a nearly endless variety of ways, from the circular arrangement shown at the left to a side-by-side setup shown at the right. And you can add specially designed, compatible pieces such as screens for privacy and sound control, pedestals and shelf organizers for storage, along with work tables and file cabinets.

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Accessories







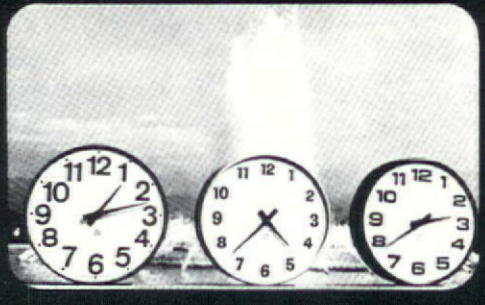






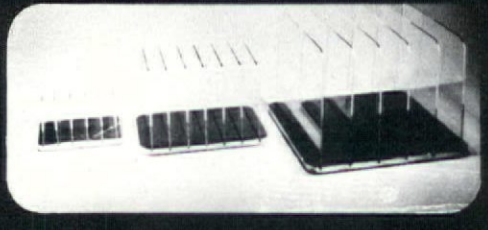


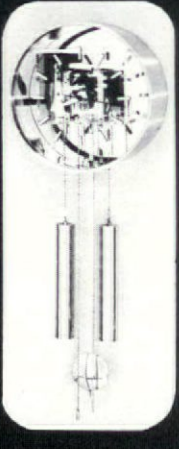


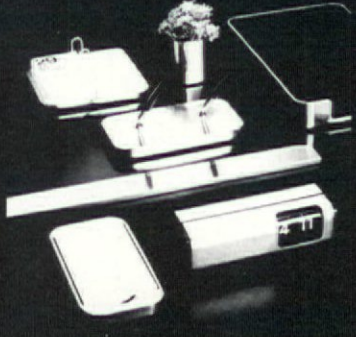






















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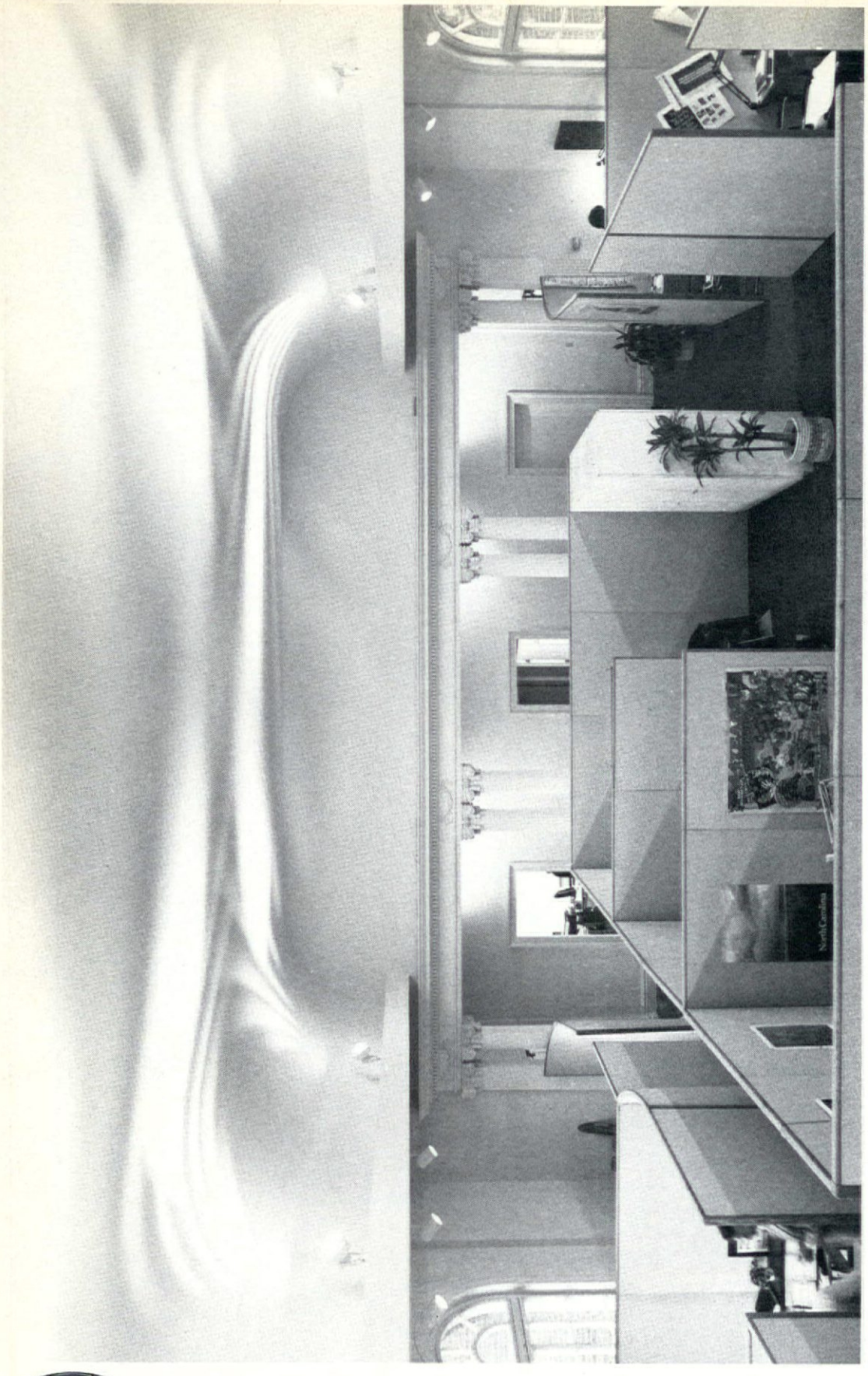
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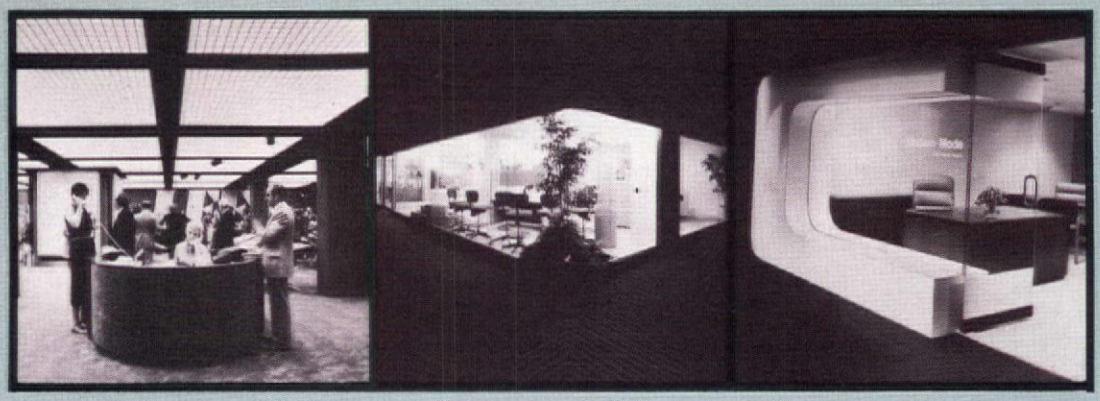
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NEOCON 12

INTERNATIONAL EXHIBITS EXPANDED, SEMINARS REVAMPED, WORKSHOPS ADDED FOR INDUSTRY'S SHOW OF SHOWS

Each year, NEOCON grows successively bigger and more influential as the major national contract show. So much so that it becomes its own "hard act to follow." Yet NEOCON 12 has been planned with a renewed vitality to top all past performances during its three-day run, June 11, 12, 13, at The Merchandise Mart in Chicago.

This year, the educational format has been changed so that only two seminars will be held concurrently. And for the first time, NEOCON introduces small workshops to promote in-depth discussions and participation by a limited number of pre-registered attendees. Also new is a full student program.

Manufacturers will make NEOCON the time to debut new products, many of them shown in this special NEOCON issue. New products from abroad will be displayed at the expanded NEOCON International at Expocenter, just across the street and part of the Mart complex.

To add further perspective to the timely events that will take place at NEOCON, CONTRACT continues its practice of reporting on today's news and future trends that influence the constant growth and evolving nature of the contract industry. Two surveys released within the past month are briefly summarized below, with full reports to follow in future issues.

Booming market at $10.9 billion. A market survey by Smith, Stanley & Co. Marketing Consultants entitled "Contract Furnishings II, A Market and Economic Study of the United States Markets" reports that the contract market has grown from $6.4 billion in 1972 to $10.9 billion in 1979 (based on manufacturers' prices). Looking five years ahead, the survey forecasts a growth to $16.5 billion in 1984, with open plan-systems furniture showing a projected 75 percent growth by 1984.

The largest segment of the $10.9 billion market in 1979 was office furniture, accounting for $4 billion. Of that, open plan-systems furniture was $600 billion. Other segments of the market are: floor products $1.7 billion; wall finishes $1.68 billion; doors/door hardware $1.06 billion; window coverings $890 million; lighting fixtures $862 million; ceiling materials $326 million; partitions $229 million.

Further information on this report is available from Smith, Stanley & Co., 72 Old Kings Highway North, Darien, CN 06820, 203/655-7664.

What encourages productivity? The second survey centers on employee productivity, conducted by pollster Louis Harris for Steelcase in its second study of the office environments, "Comfort and Productivity in the Office of the 80s." This study examines how employees and employers perceive the elements that affect work and how they feel about output.

At the top of the list by office workers for increasing their productivity is higher pay, and just below that is more comfortable heating, air conditioning, and ventilation. Other factors cited by employees include more quiet on the job, encouragement from management, experience with the job, better office equipment, desks, and files. Next was more stability in the office and less moving around of people, followed by more comfortable chairs and finally, better lighting.

Harris chided executives for being "out of touch" with the people whose on-the-job comfort they are responsible for. Executives surveyed named these four elements as the keys to productivity: more encouragement from supervisors and management; more experience with the job; better pay incentives; and finally, more comfortable HVAC.

Attending NEOCON has been made easy and inexpensive with special travel packages. A list of cities serviced is on page 294.

—The Editors



* For a free copy of the Harris/Steelcase study on productivity, **Circle No. 425** on the reader service card bound in this issue opposite inside back cover.

neocon12

SEMINARS SPAN PRODUCTIVITY TO COMPUTER AS FIRST-TIME WORKSHOPS PROMOTE EXCHANGE

SEMINARS

WEDNESDAY, JUNE 11

MORNING SESSION 8:30-10:00

Keynote Address, Seminar 1

PREVIEW OF THE NEXT MILLENNIUM: THE FUTURE AS EXAMINED THROUGH A TRILOGY—THE OPTIMISTIC, THE PESSIMISTIC, THE PRACTICAL.

A close look at mankind's role in determining the future through better decision-making and management today.

Speaker **Edward Cornish,** President, World Future Society, and Editor of its journal, The Futurist, Washington, D.C.

AFTERNOON SESSIONS 4:30-6:00

Seminar 2

THE PROFESSION AND PRACTICE OF ARCHITECTURE: WHAT DIRECTIONS?

A global overview of the many issues influencing the practice of architecture today and in the future: new spheres of activity; accountability to society; conservation, energy use, geographical concerns.

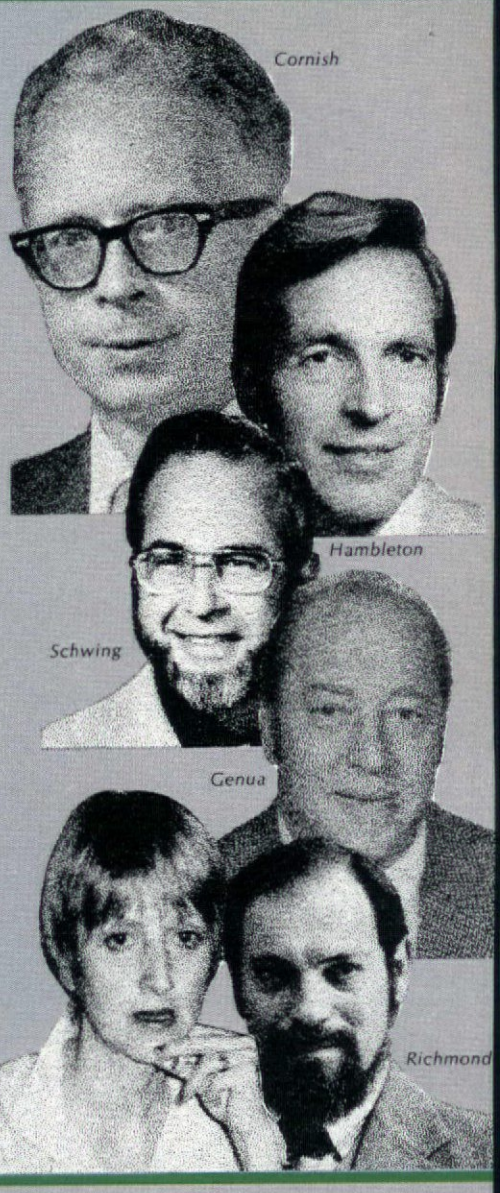
Speakers **Charles E. Schwing,** FAIA, National President, American Institute of Architects, Charles E. Schwing & Associates, Baton Rouge, La.
David Hambleton, Royal Architectural Institute of Canada, Wagg & Hambleton, British Columbia.

Seminar 3

TOMORROW'S OFFICE: THE MAN, THE MACHINE, THE FURNISHINGS SYSTEM.

A look at the office of the future, with special emphasis on the interrelation between man, business equipment technology, and the furnishings, with design linking the three.

Speakers **Samuel Genua,** Special Programs Coordinator, Office of the Secretary, U.S. Department of Transportation, Washington, D.C.
Marisa Bellisario, President, Olivetti Corp. of America, Tarrytown, N.Y.
Burt M. Richmond, Chairman of the Board, RMM, Inc., Denver.



THURSDAY, JUNE 12

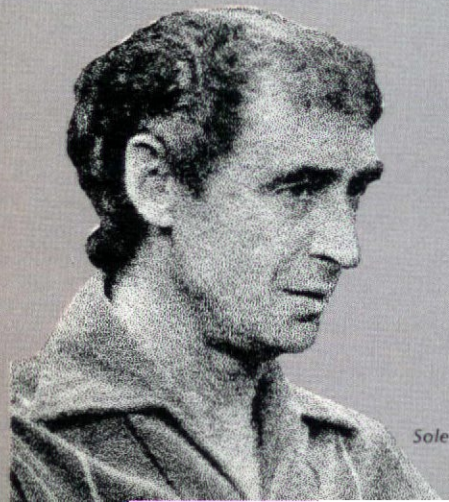
MORNING SESSIONS 8:30-10:00

Seminar 4

ENERGY AND ITS IMPACT ON URBAN PLANNING: ALTERNATIVES TO TODAY'S CITIES IN STRUCTURE AND ENERGY USE.

Internationally renowned architect, city planner, and philosopher will detail realistic new approaches of the future to city design and energy use, outlining his research and actual work of two decades on an alternative approach to human habitation, the city Arcosanti.

Speaker **Paolo Soleri,** President, Consanti Foundation, Scottsdale, Ariz.


Soleri

Seminar 5

DESIGN: ITS CHANGING ROLE IN A COMPLEX SOCIETY AND THE INTEGRATION OF THE ART INTO THE TOTAL ENVIRONMENT.

A look at the growing integration of the art of design into planning the total development.

Speakers **Jo Heinz,** IBD, National President, Institute of Business Designers; InterSpace Design, Topeka, Kans.
Lee Hall, President, Rhode Island School of Design, Providence, R.I.
Wallace J. Jonason, ASID, National President, American Society of Interior Designers, San Francisco.

AFTERNOON SESSIONS 4:30-6:00

Seminar 6

PROGRAMMED DESIGN PLANNING:
THE USE OF THE COMPUTER IN SPACE-DESIGN MANAGEMENT.

A close look at the vital use of computers in office development processes—planning, design, budgeting, construction, building management—plus developments in affordable computer costs.

Speakers **Robert Lee Engel,** Vice President, Environmental Research & Development, Inc., New York
Morton Glatstein, President, Interior Facilities Associates, Inc., New York

Seminar 7

PRODUCTIVITY: HOW TO DEFINE IT AND ACHIEVE IT.

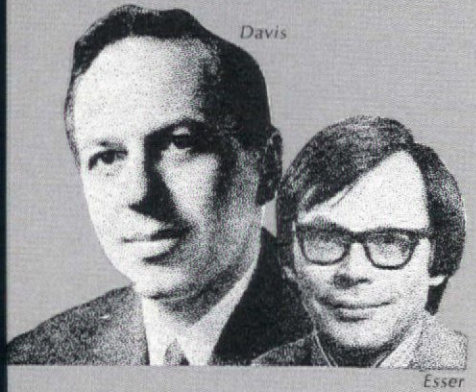
Review of factors that affect productivity: governmental regulations, economic issues, energy resources. The results of a survey of 10,000 workers whose working environment was changed from conventional to open plans.

Speakers **Allan Reynolds,** Advisor, American Productivity Center, Vice President/Economist, First National Bank of Chicago, Chicago.
Michael Brill, President, Buffalo Organization for Social & Technical Innovation (BOSTI), Professor, School of Architecture & Environmental Design, State University of New York at Buffalo (N.Y.)


Heinz
Jonason
Hall
Engel
Brill
Reynolds

FRIDAY, JUNE 13

MORNING SESSIONS 8:30-10:00


Davis
Esser

Seminar 8

BEHAVIOR PATTERNS AND THE MODERN WORKER:
PRODUCTIVITY IN TERMS OF MAN'S ENVIRONMENTAL ACTIVITY.

Panel delves into the complex theoretical relationship between the worker and the office environment: integration of job responsibilities, psychological needs, and business effectiveness.

Speakers **Aristide Henri Esser,** President, Association for the Study of Man-Environment Relations, Orangeberg, N.Y.
Gerald Davis, President, TEAC (The Environmental Analysis Group), Ottawa, Canada.
Donald C. Thom, Assistant Secretary, Industry Branch, Ministry of State, of Science and Technology, Ottawa, Canada.


Stadler
Lunsford

Seminar 9

THE CLIENT SPEAKS OUT: NEEDS, PROBLEMS, OBJECTIVES, PRIORITIES.

A platform for the new sophisticated consumer/client with in-house expertise will have an official panel of respondents to react on behalf of every segment of the industry.

Speakers **Ralph L. Stadler,** Jr., Director of Facilities Engineering, United Airlines, Chicago.
Allan G. Lunsford, Co-Founder, The Organization of Facility Managers & Planners, Colorado Springs.
William A. Robie, Mgr./Office Services, Abbott Industries, North Chicago.

AFTERNOON SESSION 4:00-5:30

Seminar 10

ENERGY: FOSSIL AND NUCLEAR—SUPPLY, COST, AND RISK FACTORS.

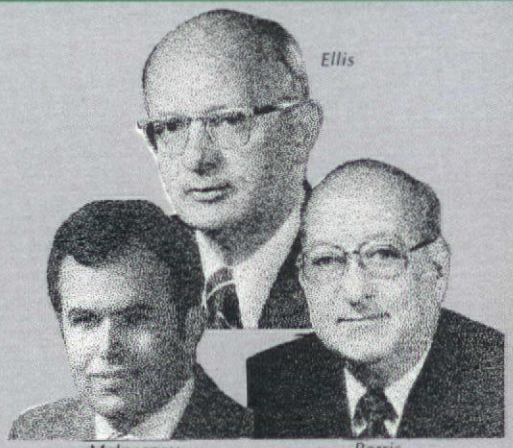
Industry presents its case for effective utilization of existing energy—cost, availability, safety, waste disposal, total environmental considerations affecting our total society.

Speakers **George Travers,** Executive Assistant to Chairman, Commonwealth Edison, Chicago.
Charles Dibona, President, American Petroleum Institute, Washington, D.C.
John E. Harris, Vice President Petroleum Supply, Phillips Petroleum Co., Bartlesville, Okla.
Carl E. Bagge, President, National Coal Association, Washington, D.C.

WORKSHOPS

WEDNESDAY, JUNE 11

AFTERNOON SESSION 2:30


Ellis
McInerney
Parris

Workshop A

ISSUES IN HOTEL/MOTEL DESIGN AND USE: WHAT DOES THE FUTURE HOLD?

Government regulations and special-interest groups are increasingly affecting hotel/motel design and use considerations. Under discussion: facility layout, power-usage modes, fire standards, barrier-free concepts.

Chairpersons **Porter Parris,** Chairman, American Hotel & Motel Association, Vice President/Managing Director, Palmer House, Chicago.
Raymond C. Ellis, Jr., Director, Research & Security, American Hotel & Motel Association, New York.
Joseph McInerney, Senior Vice President/Sheraton Corp., President/Franchise Div., Sheraton Inns, Inc., Boston.


Guinan
Rosenblatt

Workshop B

STANDARD/CUSTOM CARPET DESIGNS: REVIEWING SPECIFIER'S ALTERNATIVES.

Workshop members will explore special factors affecting texture, color, and style selection, such as maintenance problems, wear/usage considerations.

Chairpersons **Walter Guinan,** Former President, Karastan Rug Mills, Former President, American Carpet Institute and Carpet & Rug Institute, North Palm Beach.
Norman Rosenblatt, President, Contract Distributors Corp., New York.

THURSDAY, JUNE 12

MORNING SESSIONS 10:30


Brubaker
Morgan

Workshop C

PLANNING THE UNIVERSITY CONFERENCE CENTER.

One of the hottest topics in educational facility design is the conference center. This growing part of today's campuses presents a formidable challenge for architects and designers.

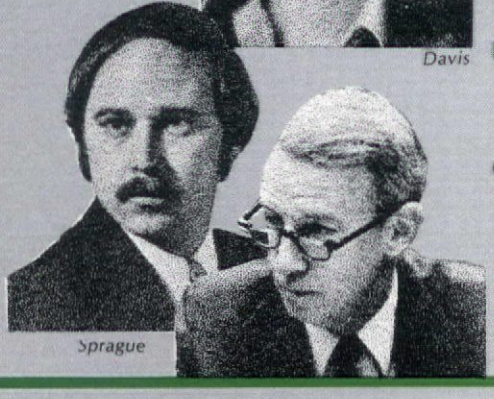
Chairpersons **C. William Brubaker,** FAIA, Senior Vice President, Perkins & Will, Chicago.
Dr. Thomas E. Morgan, President, Council of Educational Facilities Planners, Professor, School of Education, Auburn University, Auburn, Ala.



Jemmott



Davis



Sprague

Schecter

Workshop D

MISTAKES IN COST MONEY: AVOIDING SPECIFYING ERRORS

Examination of the necessary components of optimal carpet specification—space analyses, design considerations, brand names, installation options, dye technology, aspects of the written specification itself.

Chairpersons **Diane Jemmott,** Contract Carpet Consultant, Badische Corp., Lakewood, Calif.
Walter Guinan, Former President, Karastan Rug Mills, Former President, American Carpet Institute and Carpet & Rug Institute, North Palm Beach.

AFTERNOON SESSIONS 2:30

Workshop E

TRACKING THE PROCESS OF A RESTAURANT DESIGN PROJECT.

In a case study, speakers trace the building of a restaurant—preliminary studies, drawings, design/architectural concept, financial questions, contractual agreements, and other aspects of the project.

Chairperson **Lynn Davis,** ASID, International Design, Skokie, Ill.

Workshop F

HOSPITAL DESIGN AND CONSTRUCTION ISSUES FOR THE '80s.

Planning space for effective recuperation will involve discussion on quality of hospital design, cost of construction, need for modernization, and physical plant evaluation.

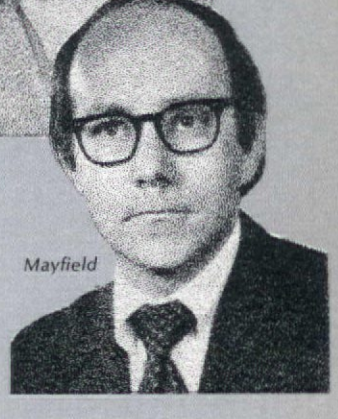
Chairpersons **Joseph C. Sprague,** Director/Design & Construction, Division of Health Facilities & Standards, American Hospital Association, Chicago.
Daniel S. Schechter, Editor/Publisher, Hospitals Magazine, Journal of American Hospital Association, Chicago.

FRIDAY, JUNE 13

MORNING SESSIONS 10:30



Johnson



Mayfield

Workshop G

WHO'S LISTENING TO WHOM: DESIGNER-CLIENT COMMUNICATIONS.

A unique workshop that illustrates the many complicated aspects of a client presentation, with a mime performance to elaborate on several of the issues raised. Designer's aim: securing the project.

Chairpersons **Christina A. Johnson,** IBD, Principal, Business Design Associates, Bellevue, Wash.
Patty Lou Younts, IBD, Interior Designer, IN-EX Designs, Lexington, N.C.
Gloria Bailey, IBD, Liston Co., Columbus, Ohio.
Martha Scudder, IBD, Interior Design, Whisler-Patri Architects, San Francisco.

Workshop H

TAKING ADVANTAGE OF OPPORTUNITIES FOR BUSINESS GROWTH IN DESIGN.

Workshop will investigate various tools that can be used to flourish in the marketplace, as competition to deliver design services becomes more sophisticated.

Chairperson **H. Davis Mayfield,** III, AIA, Director of Business Development, S.I. Morris Associates, Houston.

neocon12

NEEDS OF YOUNG PROFESSIONALS EXPLORED IN STUDENT PROGRAM SESSION

Addressing itself specifically to students—tomorrow's professionals—NEOCON is planning a special program of seminars. There is no charge for participation in the program, and special arrangements have been made for economy hotel accommodations at Best Western and Playboy Hotels for as little as $12.50 per night, four persons to a room. For further details, contact Hotel Bureau, The Merchandise Mart.

The student program will include admission to NEOCON 12, group discussions with professionals and prospective employers, and special seminars, described here, held each NEOCON day.

WEDNESDAY, JUNE 11

10:30-11:30 A.M. **CAREER OPPORTUNITIES FOR INTERIOR DESIGNERS**
An in-depth discussion of career opportunities, including interior design firms, architectural firms, contract furnishings dealers, and manufacturer showrooms. Speaker: **Ronald Roush,** Account Executive, C.T.I., Chicago.

2:30-3:30 P.M. **HOW TO START YOUR OWN BUSINESS:**
A step-by-step presentation covering budget, advertising, sales techniques, inventory, display, and aspects of management. Speaker: **Barbara Mika,** Mika Design, Inc., Prospect Heights, Ill.

THURSDAY, JUNE 12

10:30-11:30 A.M. **HOW AN INTERVIEW IS CONDUCTED:**
Important facts to know at what actually takes place during an interview. Speaker: **Leslie Kitchen,** Vice President, Slater Co., Chicago.

2:30-3:30 P.M. **RESUME/PORTFOLIO:**
Explanation and examples of professional resumes and portfolios. Speaker: **Pam Baldwin,** Baldwin/Clarke Assoc., San Francisco.

FRIDAY, JUNE 13

10:30-11:30 A.M. **STEP PROGRAM:**
An introduction to the NEW STEP PROGRAM (ASID practice sessions) and why it is important to interior design and architecture students. Speaker: **Prof. Ronald Raetzman,** Chairman/Design Dept., North Dakota State University, Fargo, N.D.

SPECIAL EVENTS: ASID PARTY, CFC LUNCHEON, INDUSTRY RECEPTION, IBD MIDNIGHT AFFAIR

A full slate of industry-related events will take place during NEOCON, with several to be held the day preceding NEOCON's official opening. In addition to the functions planned for the special events calendar, many manufacturer showrooms will host breakfasts, luncheons, cocktail parties. And for the convenience of all, The Merchandise Mart offers continental breakfasts free of charge at the M&M Club, on the Mart's second floor, each morning at 7:30.

TUESDAY, JUNE 10

12:00 noon **FIRST ANNUAL INTERIOR ARCHITECTURE DESIGN AWARD LUNCHEON**
Sponsored by the Chicago Chapter of the American Institute of Architects, Holiday Inn Mart Plaza, $10 per person, for reservations call AIA, Chicago Chapter (312) 663-4111.

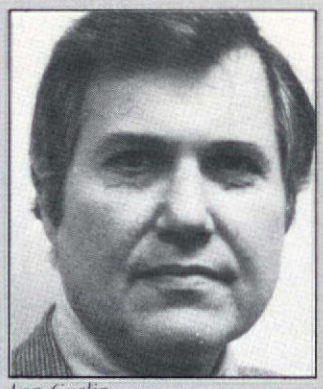
3:00 p.m. **PRE-NEOCON 12 CONTRACTORS MEETING.**

6:30 p.m. **ASID ANNUAL MARKET PARTY.**
"A Salute To The '40s And '50s," sponsored by the Illinois Chapter of the American Society of Interior Designers. For details and tickets call 312/467-5080.

10:30 p.m. **"THE MIDNIGHT AFFAIR."**
Design awards presentation, sponsored by the Institute of Business Designers, Pavillon Room, The Bismarck Hotel, for more information and tickets call 312/467-1950.

CONTRACT AT NEOCON

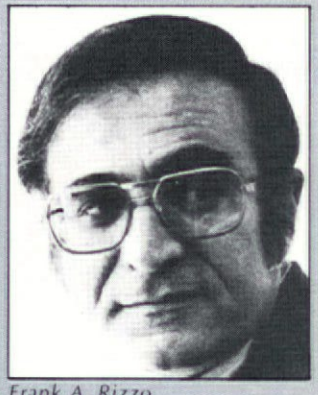
The entire CONTRACT editorial and sales staffs will be at NEOCON attending seminars and workshops, viewing new products in manufacturer showrooms, and talking to everyone. Our "HQ" will be the press room in The Merchandise Mart.



Len Corlin
Co-Publisher/Editor



Anne Fallucchi
Executive Editor



Frank A. Rizzo
Co-Publisher/
Advertising Sales Director



Richard Zoehrer
Associate Editor



Alexandra Margolis
Associate Editor



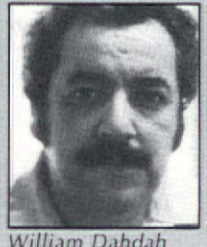
Karen Schwartz
Associate Editor



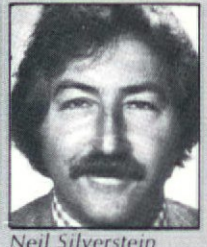
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Advertising Sales Manager



Janet Ryan
Advertising/
Midwest Manager



William Dahdah
Advertising/
Eastern Manager



Neil Silverstein
Advertising/
Western Manager

WEDNESDAY, JUNE 11

12:00 noon — **CONTRACT FURNISHINGS COUNCIL LUNCHEON.**
Sponsored by the Contract Furnishings Council, M&M Club, $10 per person. For more information and tickets call 312/321-0563.

6:30 p.m. — **ALL-INDUSTRY RECEPTION.**
Featuring: The Chicago Talent Showcase, $5.00 admission includes two cocktails and an evening with top Chicago performers, M&M Club.

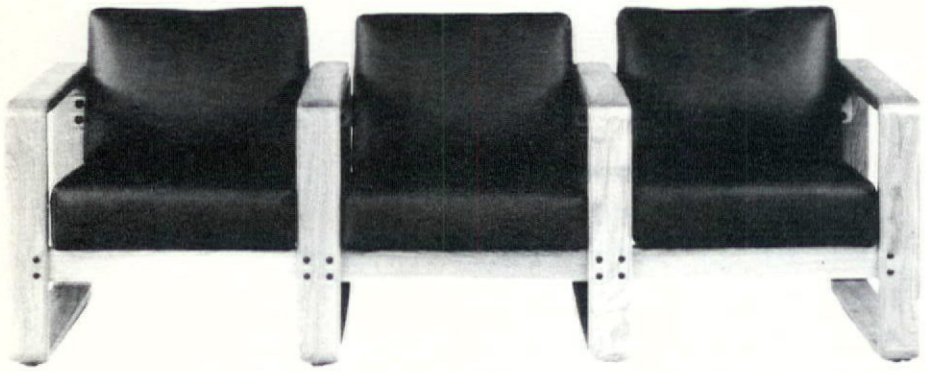
THURSDAY, JUNE 12

6:00 p.m. — **NEOCON INTERNATIONAL COCKTAIL PARTY.**
Cocktails on the exhibit floor of Expocenter/Chicago, 2nd Floor of the Apparel.FREE to attendees.

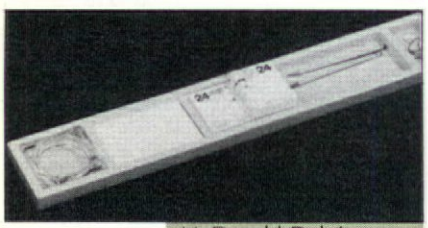
FRIDAY, JUNE 13

12:00 noon — **ARCHITECTS DAY LUNCHEON.**
Sponsored by the Chicago Chapter of the American Institute of Architects and chaired by Gertrude Kerbis, FAIA, President of the Chicago Chapter.

5:30 p.m. — **NEOCON WRAP-UP COCKTAIL PARTY.**
Wrap-up NEOCON with an enjoyable cocktail party at the M&M Club.



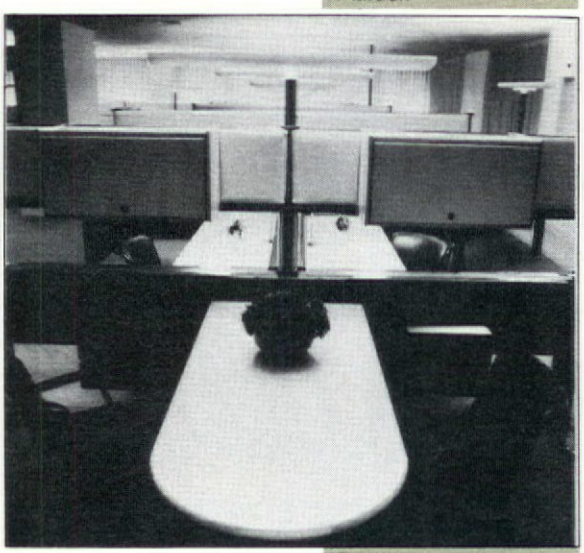
Marden



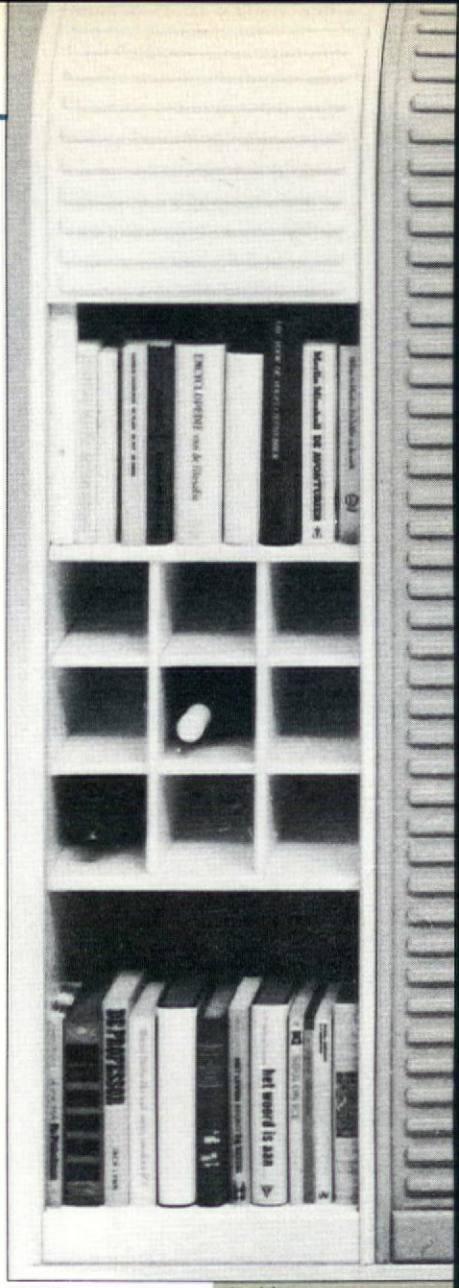
McDonald Duk-It



Nightingale



Sunar



Rudd

CHAIR SKIN IS SELF-HEALING, ACCESSORIES HAVE FLUID SHAPES

Marden, Space 936. K/D series takes the systems approach with a single, solid packed box shipped parcel post for each seating element; three cartons for three-section sofa. Result: shipping costs but a fraction of uncrated furniture. K/D finishes are natural, dark oak, walnut. *Circle No. 256.*

McDonald Duk-It, Space 972A. Calendar pad, glass ashtray, memo paper holder, and spaces for pencils, paperclips, etc., are deftly combined in the unified Action Organizer molded of Cycolac. *Circle No. 263.*

Nightingale, Space 940. Soft edges of seat and back complement the angular open frame of this two-seater. Similar styling is used for a swivel/tilt desk chair with 5-prong wood base. *Circle No. 258.*

Sunar, Space 988. In the Michael Graves-designed showroom that was a star attraction last year, focus will be on the newly updated Race System, created by design director Douglas Ball. Race's universal support posts carry weight of work surfaces, shelves, storage in horizonal beam. Ball; Robert Cadwallader, chairman; and Barbara Segerer, VP/textiles, will host. *Circle No. 259.*

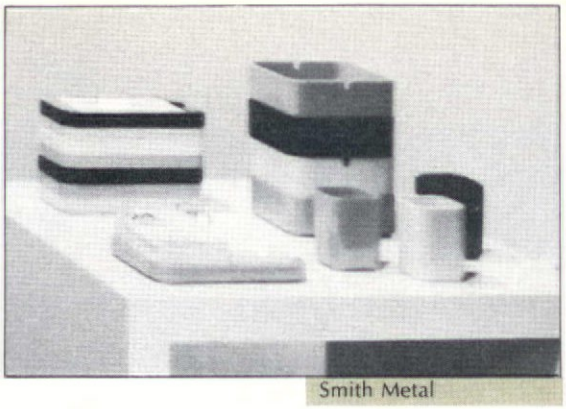
Rudd, Space 9-113. The new Manhattan Group wall system is described by Alan Rudd as "functional sculpture," and doors roll up or down completely. It comes in 7 colors, 8 configurations. *Circle No. 260.*

Peter Pepper, Space 996. Caldwell Collection magazine/literature racks are highly stylized with curved edges, in oak or walnut, and with one through four display pockets. *Circle No. 261.*

FLOOR 9



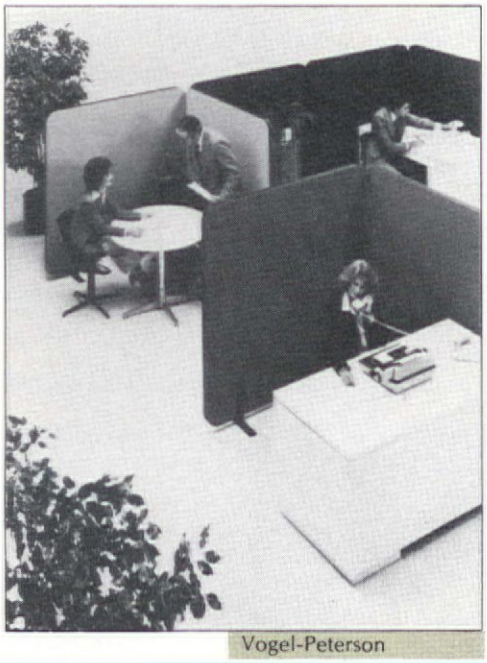
Peter Pepper



Smith Metal



Coral of Chicago



Vogel-Peterson





Atelier International

Vogel-Peterson, Space 930. Lightweight, portable VistaScreen is produced in two sizes: 60 by 60 inches; 60 by 72 inches. Clamp action base allows larger screen to adjust for use horizontally or vertically. VistaScreen is an inexpensive addition to two previous screen lines, according to Bruce Magnuson, president. *Circle No. 262.*

Smith Metal, Space 915A. Radius One line of office accessories in solid brass and bronze are specially displayed in a redesigned Mart showroom. NEOCON hosts: William Donaldson, Daniel Donaldson, John Alevras, Thomas Burke. *Circle No. 257.*

Coral of Chicago, Space 986. Wishbone is an inherently flame-retardant Verel casement that is part of the new Prime Time Collection. This and other fabrics will be introduced at NEOCON by president Barry Rice. *Circle No. 264.*

AI (Atelier Intl.), Space 9-100. A major attraction of the Leonardo Collection is the self-healing, self-skin urethane foam that eliminates back and seat upholstery. It is part of the Straessle Collection designed by Paul Tuttle and Alex Straessle. In office, stool, and standard models, Leonardo will be one of several major new products to be shown by John Nichols, national sales mgr., Richard Gorecki, district sales mgr., and Diann Markovic, showroom mgr. *Circle No. 265.*

Interface Flooring, Space 999. Not illustrated: New free-lay carpet modules can be installed with cellular decks, raised panel, and undercarpet cable, which are three energy systems being used with greater frequency in open plans. The dimensionally stable carpet modules are made by a patented fusion bonding method. *Circle No. 266.*

Pennsylvania Wilton Carpets. Space 999. Not illustrated: Brentwood Collection readily adapts to direct glue-down in the open plan and other heavy contract areas. One design is a plaid called Configurations that combines cut-and-loop pile. *Circle No. 267.*

WORKSTATIONS PROVIDE EFFICIENT WORK OPTIONS

Cramer, Space 984. Semi-hydraulic Auto-lift control instantly adjusts up/down seat height. Norman Heying, newly appointed president, will present a full range of other office and conference chairs. *Circle No. 268.*

Interiors Intl. Ltd., Space 934. Newly designed showroom for NEOCON will carry a comprehensive display of Kuypers Series system components and related seating, shown by president John Geiger. *Circle No. 269.*

American Seating, Space 964. Bio Chair was designed by Hugh Acton around human factors as they relate to task operation. Special feature: back pivots and rotates simultaneously according to body movements, says Simon Oppenhuizen, president/general mgr. of Office Products Div. *Circle No. 270.*

Supreme Eqpt. & Systems, Space 967. ThinLine Conserv-a-file modular system may be ordered with tiers for top tab or side tab folders, binders, EDP tape reels and forms, and expandable folders. *Circle No. 271.*

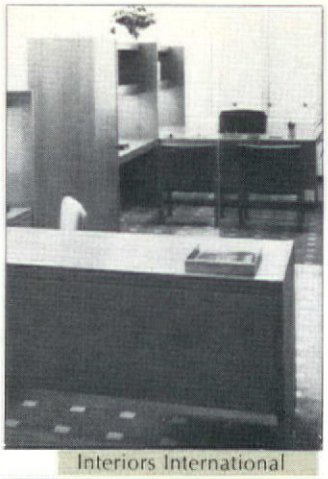
Westinghouse, ASD, Space 906. A special feature for workstations is Paper Management System of six trays that hold every size paper from punched cards to computer printouts. System is maintained above work surface. NEOCON hosts: G.J. Cooper, ASD general mgr.; D.W. Sullivan, national sales mgr. *Circle No. 272.*

Haworth, Space 976. Special feature of workstation is TriCircuit ERA-1 panels, which powers convenience outlets, equipment, and lighting on separate electrical circuits. *Circle No. 273.*

GF, Space 916. A new trapezoidal work surface, to be introduced at NEOCON, is designed for use with electronic equipment. Part of the GF Open Plan System, it can support a CRT keyboard and screen independently and at different heights. *Circle No. 274.*

Arconas, Space 903. John Neufeld and George Tanier will introduce the Primavera group, molded in urethane on steel frames with internal Pirelli seat and back support. It was designed by Andre Vandenbeuck. *Circle No. 275.*

FLOOR 9



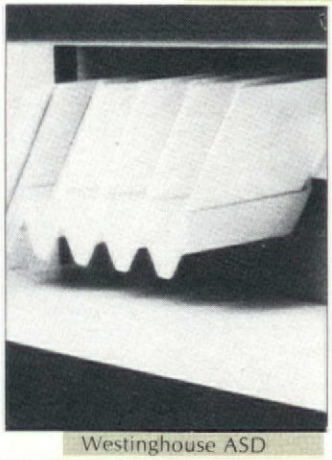
Interiors International



American Seating



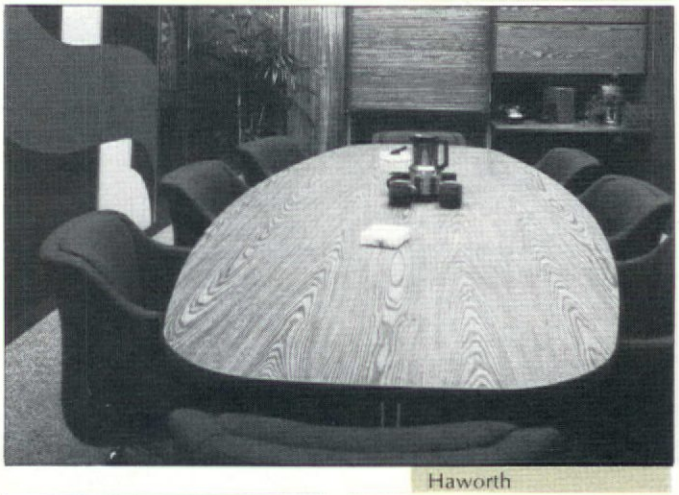
Supreme



Westinghouse ASD



Cramer



Haworth



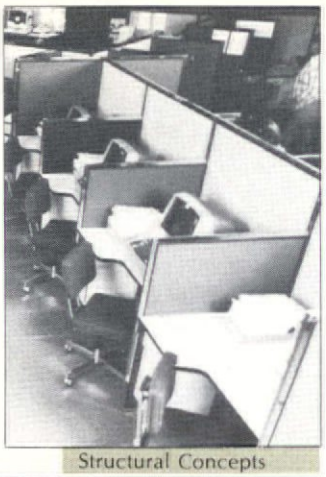
GF



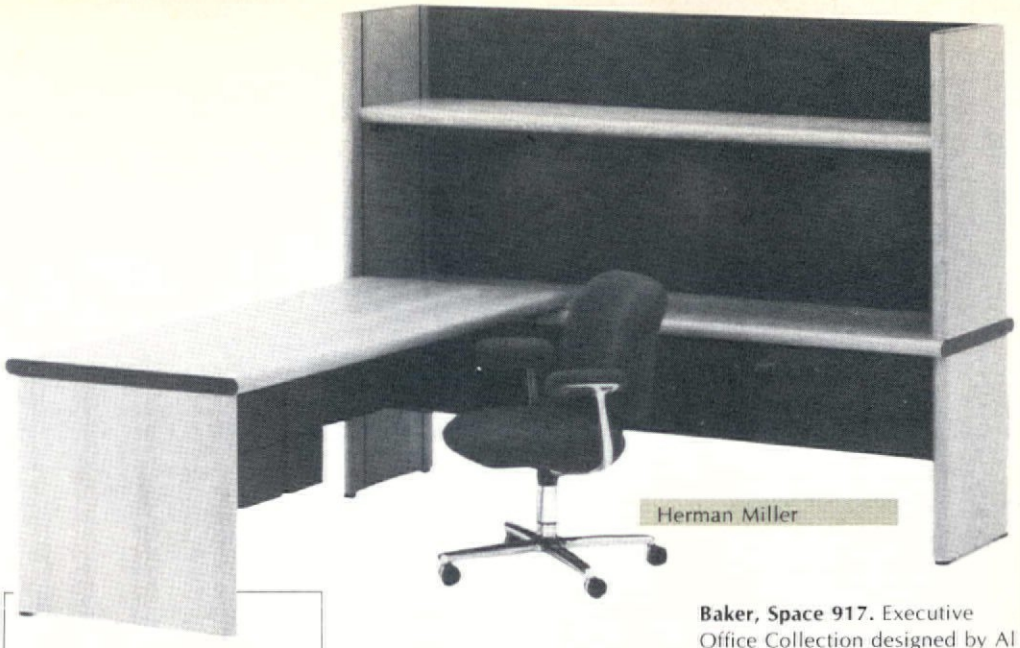
Arconas



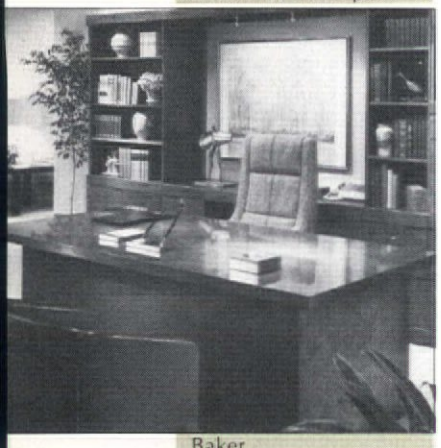
Storwal



Structural Concepts



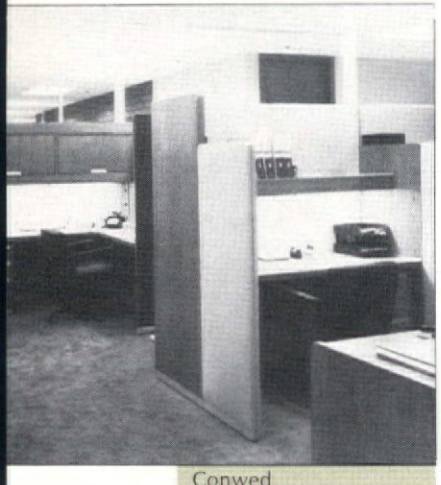
Herman Miller



Baker

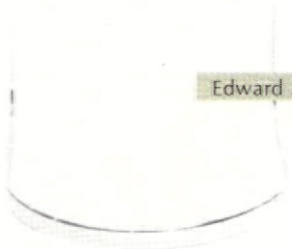


Fixtures



Conwed





Edward Axel Roffman



Stendig

Storwal, Space 901. Designed by George Nelson, the Nelson Workspaces uses modular, independent workstations allowing the quality of openness in the office landscape. *Circle No. 276.*

Structural Concepts, Space 900. Cable chase system conceals and organizes cables and wiring, bypassing special floor installation, to serve Datastations designed to save 40% floor space. President Marvin Patterson will explain other advantages. *Circle No. 280.*

Herman Miller, Space 920. Don Chadwick designed C-Forms high work organizer with L-desk for seated visual privacy and fingertip access to storage. The flexible system offers many options. *Circle No. 278.*

Baker, Space 917. Executive Office Collection designed by Al Herbert includes this contemporary desk in bird's-eye maple with overhang top. It will be shown by Herbert, Jon Fowler and Charlotte Liebler. *Circle No. 279.*

Fixtures, Space 936. Ask Norman Polsky, president, for a copy of the company's latest brochure which describes 80 new products for the '80s. Among them, four coordinated lines of office lounge, reception, and conference furniture. *Circle No. 277.*

Conwed, Space 929. Each day, Thomas Koenig, manager/group marketing development, will give presentations on how the full line of interdependent components add to office efficiency. Other executives at NEOCON: Richard Sorensen, Carl Suplick, Austin Eckerline, David McGinn. *Circle No. 281.*

Edward Axel Roffman/Gia, Space 958. The Linea Chair by Nava-Citterio has a sculptured, slim profile of chromium-plated steel with formed seat and back in natural, saddle, black, or brown leather. Top executives Ed Roffman, Brigitte Milz, and Joe Vitagliano will also introduce several other high-style lines. *Circle No. 282.*

Stendig International, Space 950. Bauhaus-inspired chairs by Hans Eichenberger for Stendig have optional seat pads and an adjustable, clamp-on table. B&B division will display a 3-seater, Dieses, with a die-cast metal frame by Citterio & Nava. Hosts for both Stendig divisions: Carolyn Haiges, showroom mgr.; Nancy Brounstein, mrg./sales administration; Terri Fredericks, director/marketing. *Circle No. 283.*

NEOCON 12

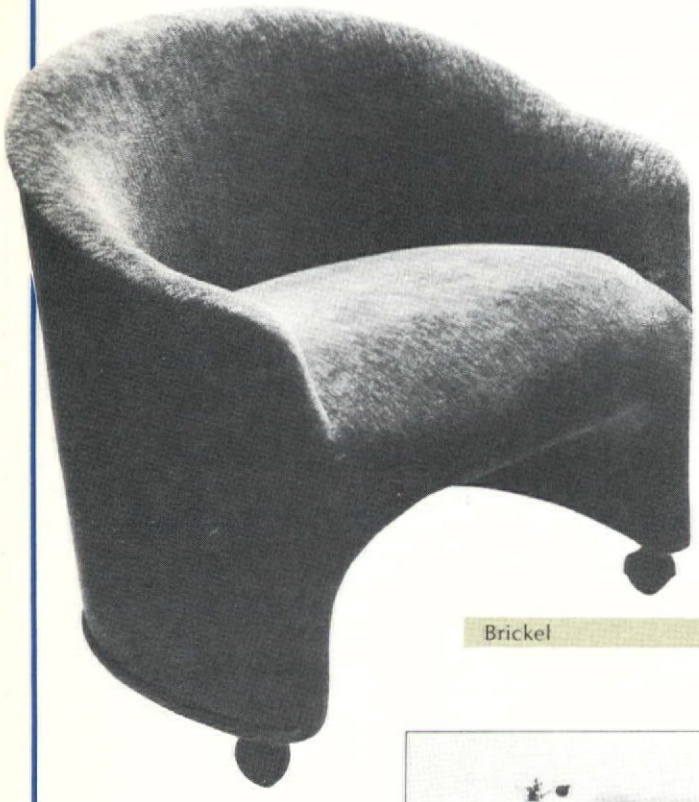
CHAIR CHOICES CORNERED, CURVED



Gregson



Helikon



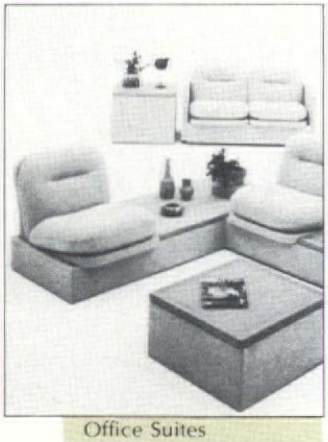
Brickel



Stow/Davis



Brayton



Office Suites



Ambiant

FLOOR 9

Gregson, Space 997. Executive swivel chairs with horizontal tailoring, come in high- and medium-back versions, with polished chrome base. *Circle No. 284.*

Helikon, Space 961. Squared at corners, linear styling of UDL540-543, by Udstad/Dandridge, is extended by border at top. Other new lines also to be shown by Fred Seeman, Bob Becker, Michael Plaxa. *Circle No. 285.*

Brickel, Space 953. A new cotton velvet from Holland and The Lowchair, designed by Ward Bennett, will be introduced at NEOCON by Bennett, Stephen Brickel, Estelle Brickel. *Circle No. 286.*

Stow/Davis, Space 909. Warren Snodgrass's Continuum chair has rhomboid leg cross-section and radiused arm/leg joint—and it stacks. To mark the firm's 100th anniversary (see also page 244), an historical display will be hosted by Allen Hunting, Joe Viglione, Phil Bradley. *Circle No. 287.*

Brayton, Space 939. With Feeling, the seating is soft, the support ends below shoulder blades, the option is "room-divider" higher back. At NEOCON, L. Paul Brayton. *Circle No. 288.*

Office Suites Inc., Space 997. Chrome arm reveals or welting are options offered in Nexa Series seating system designed by Bert Andrews. Lounge group is matched with secretarial and executive chairs. *Circle No. 289.*

Ambiant, Space 903. A thin layer of foam over the fiberglass structure brings street furniture indoors. Both versions include planters and ottomans. *Circle No. 290.*

neocon12

WOOL AND SYNTHETIC FIBERS CREATE DURABLE CONTRACT CARPETS

Leathercraft, Spaces 1043B, 1264. New office side chair features arms and legs of exposed oak with radiused corners; top grain leather upholstery. *Circle No. 293.*

Metalstand, Space 1039. Wood grained and solid color laminates form TBS—Total Business System. Components includes task and ambient lighting. *Circle No. 291.*

Badische, Space 1049B. Pin-dot pattern Classic is made of Zeflon soil-hiding, subdued luster nylon with wear and anti-static warranties. At NEOCON: Ivor Chapman and Charles Maddrey. *Circle No. 292.*

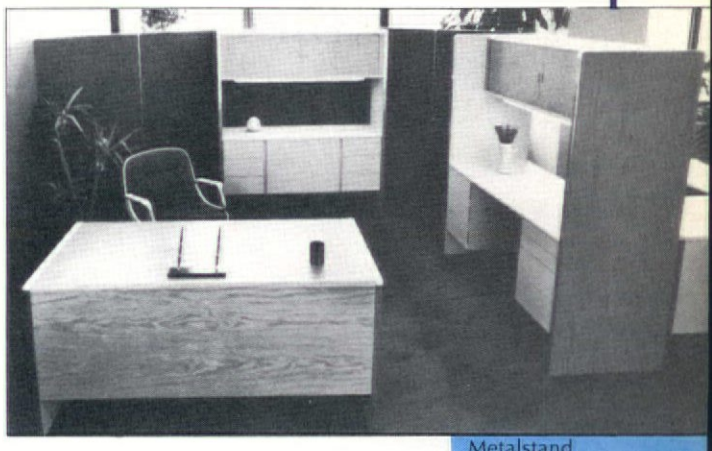
Stratton, Space 1050. Made of nylon, Quadrapoint combines cut and loop piles in non-directional pattern. Frank Wilfinger, new midwest regional manager, will show all new lines. *Circle No. 294.*

Wool Bureau, Space 1088. Among all-wool carpets on display is Americana, produced by **Goodlin Carpet Mills** in a range of subtle natural Berber hues. *Circle No. 295.*

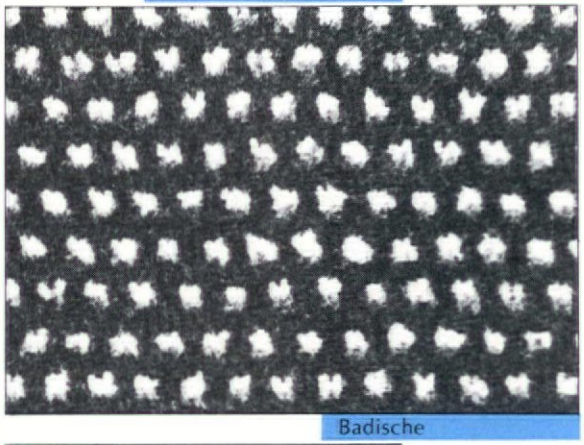
Hag USA, Space 1052. From Norway, ergonomically designed 2030 Executive Chair permits easy height adjustment with one-hand, one-touch pneumatic lever. *Circle No. 296.*



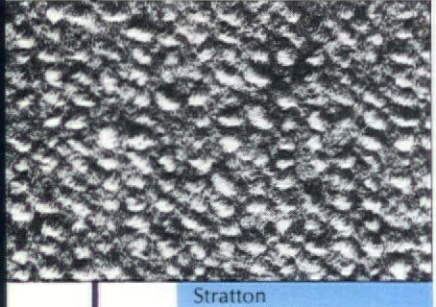
Leathercraft



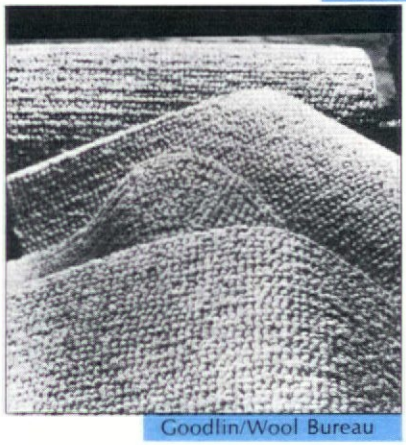
Metalstand



Badische



Stratton



Goodlin/Wool Bureau



Hag USA

FLOOR 10

NEOCON 12

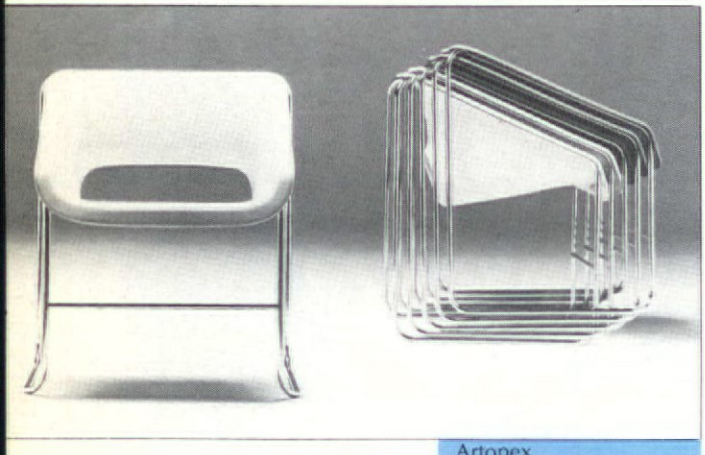
FINE FINISHES HIGHLIGHT NEW FURNITURE

Artopex, Space 1000. Lotus multi-purpose seating units by Paul Boulva have sculptured half-arms. Lightweight, they store and clean easily, slide smoothly on any floor surface, and can be used outdoors. *Circle No. 297.*

Mueller, Space 1082. Harley Edward Luyk created the 3800 Series Cabinet to complement the firm's line of conference tables. In 27 wood finishes, 11 colored lacquers, and custom finishes. For NEOCON: Thatcher Rea, president; David Lohr, VP; William Hendrick, VP, Luyk, director of design; Kathy Nobel, showroom mgr. *Circle No. 298.*

Rosemount, Space 10-168. Private Spaces system with panels make up this word processing workstation. A new version will be introduced at NEOCON that features an electrified panel. *Circle No. 299.*

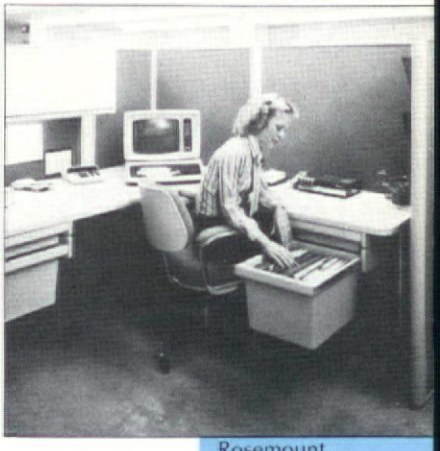
Modern Mode, Space 1057. Trident desk designed by Warren Snodgrass emphasizes the textural affinity of fine woods and faceted metals. The line, which includes several desk styles, credenzas, tables, files, uses American black walnut or American white oak, each in various finishes; bases are mirror chrome steel. General mgr./VP Albert Compaglia will introduce Trident. *Circle No. 300.*



Artopex

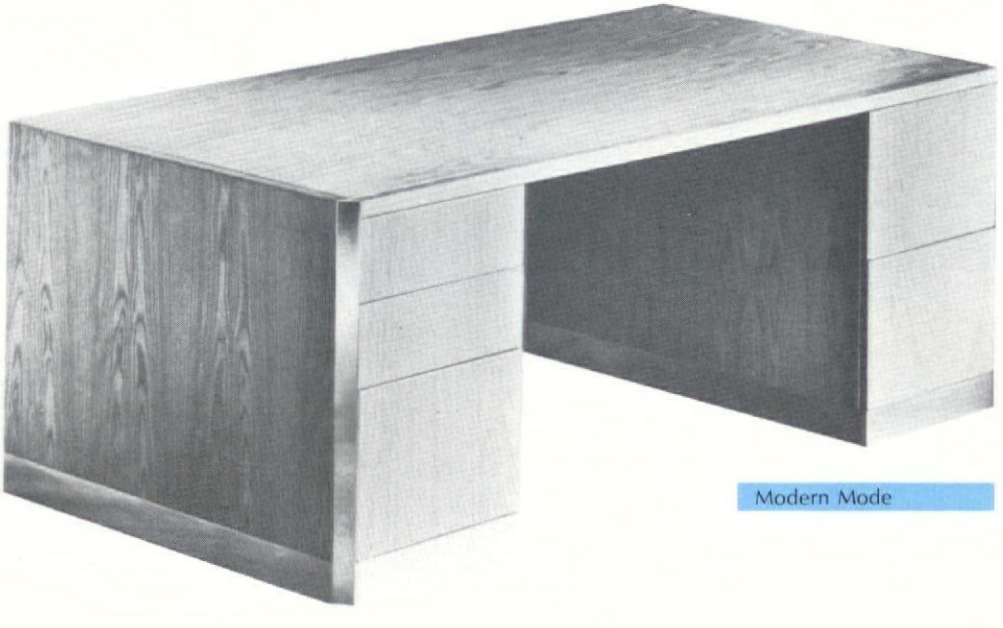


Mueller



Rosemount

FLOOR 10



Modern Mode

Collins & Aikman, Space 10-149. Bashkir, a yarn-dyed, six-ply nylon carpet with static control comes in six berber colors with two coordinated striped effects. For heavy contract use, it is Teflon-coated. *Circle No. 301.*

Porter, Space 1056. Among new lines for the '80s, Mecca is a 42-oz. quality tufted 100 percent Berber wool. *Circle No. 302.*

Allied Chemical, Space 10-118. Look for an announcement of a major innovation in carpet fiber technology, to be demonstrated daily in a newly designed, enlarged space. A variety of carpets by major mills using Anso yarns will also be displayed, including **Milliken**'s Circle Square small-scale print with a velvety texture. Refreshments and door prizes will be offered. Among hosts: Beverly Saadeh and Chico Batavia. *Circle No. 303.*

Trend Mills, Space 1055. Touche, a new saxony is tufted of American Enka's Lusterloft, a bright-luster yarn that minimizes soil appearance. Broad color range spans naturals to pastels. *Circle No. 304.*

Galaxy, Space 1035. Among many NEOCON introductions is Santa Ana, a pencilpoint-finished saxony made of 100% continuous filament Antron III nylon-constructed fibers. *Circle No. 305.*

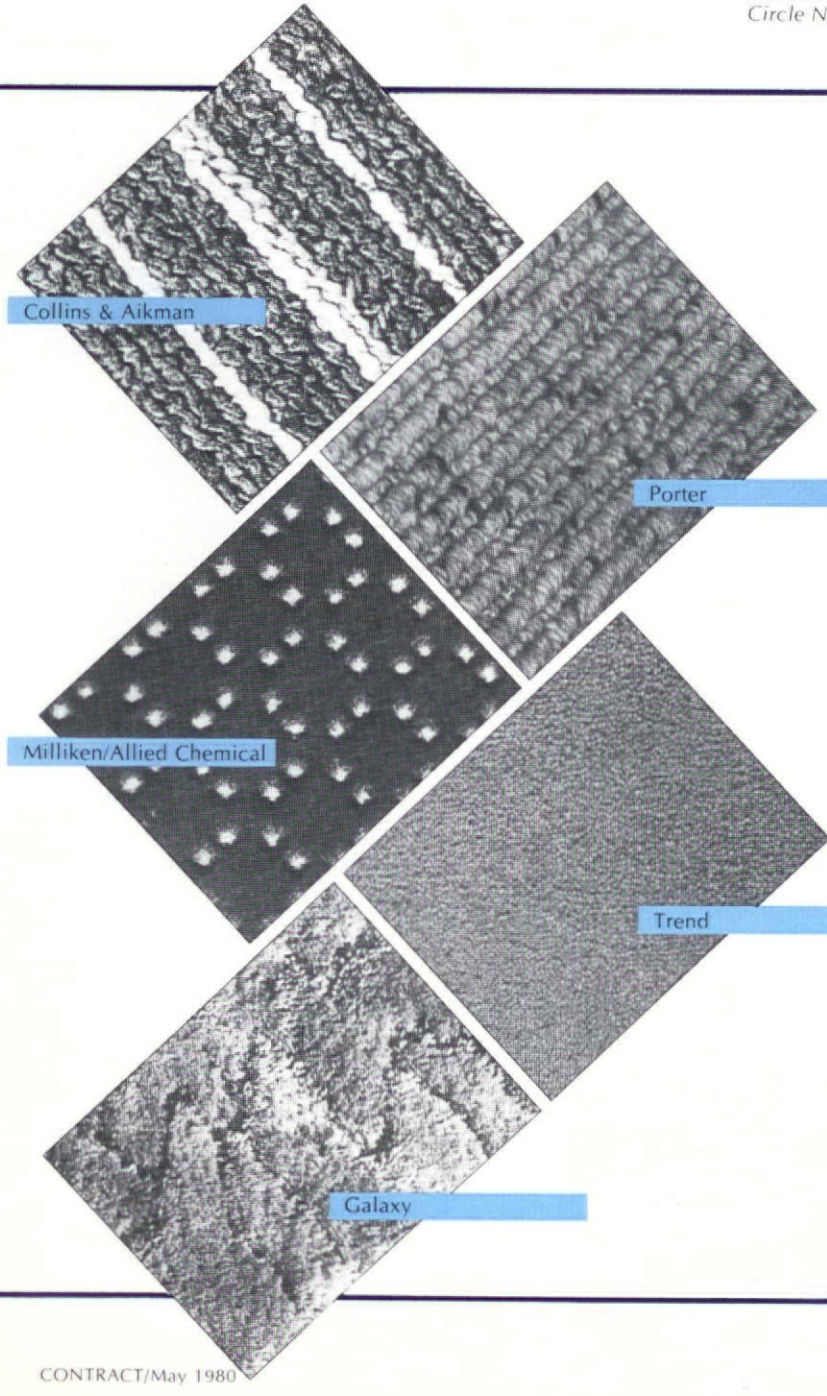
Cumberland, Space 1081. A variety of marbles, all with top beveled edges, make up the 1295 table system. Bases are covered in jet black, charcoal brown, or desert sand vinyl. *Circle No. 306.*

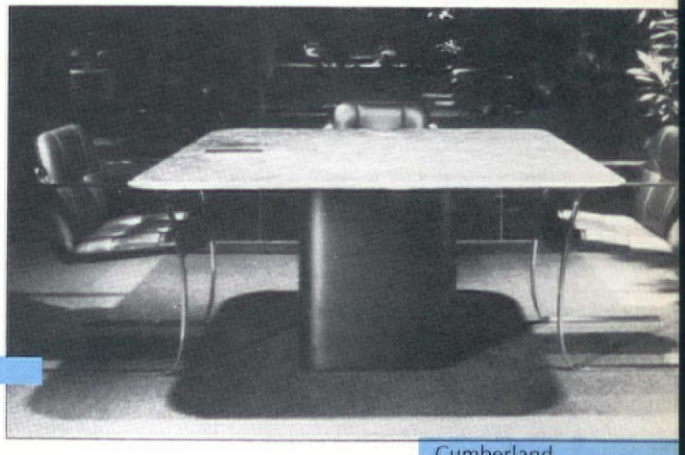
Indiana Desk, Space 1045. Desks, conference tables, modular credenza, and desk pedestal cabinets with a variety of tops form the new Designer 800 series. A catalog depicting the full range will be available during NEOCON. *Circle No. 307.*

DuPont, Space 1097. Not illustrated: Focus is on Antron III nylon fibers with new contract grades from major mills. Styling possibilities will be exhibited with idea samples produced by the firm's research labs. At NEOCON: John Finnical, Mark Suwyn, Kenneth Stovicek, Joseph Murray. *Circle No. 308.*

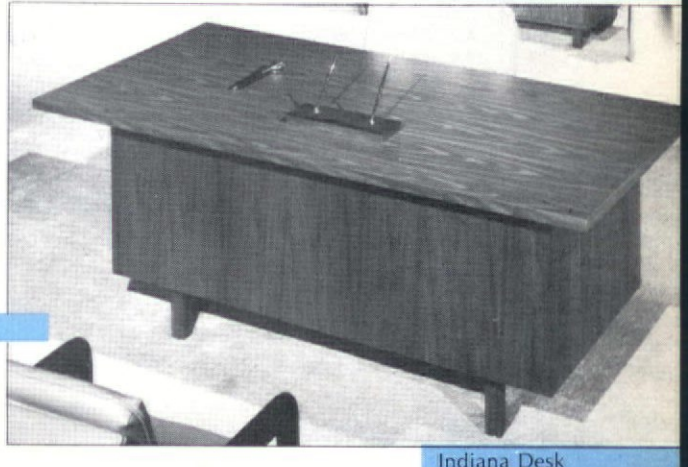
Wood Design, Space 1011. Not illustrated: A new executive desk is styled in a traditional mode, with oak veneer, antique bronze finish drawer pulls. *Circle No. 309.*

Jofco, Space 1015. Not illustrated: The 7500 Series of desks and office furniture have two finish choices: oil walnut or honey oak. *Circle No. 310.*





Cumberland

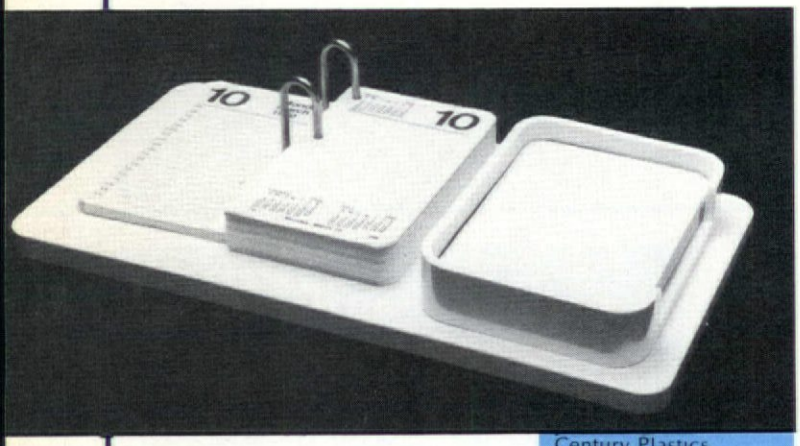


Indiana Desk

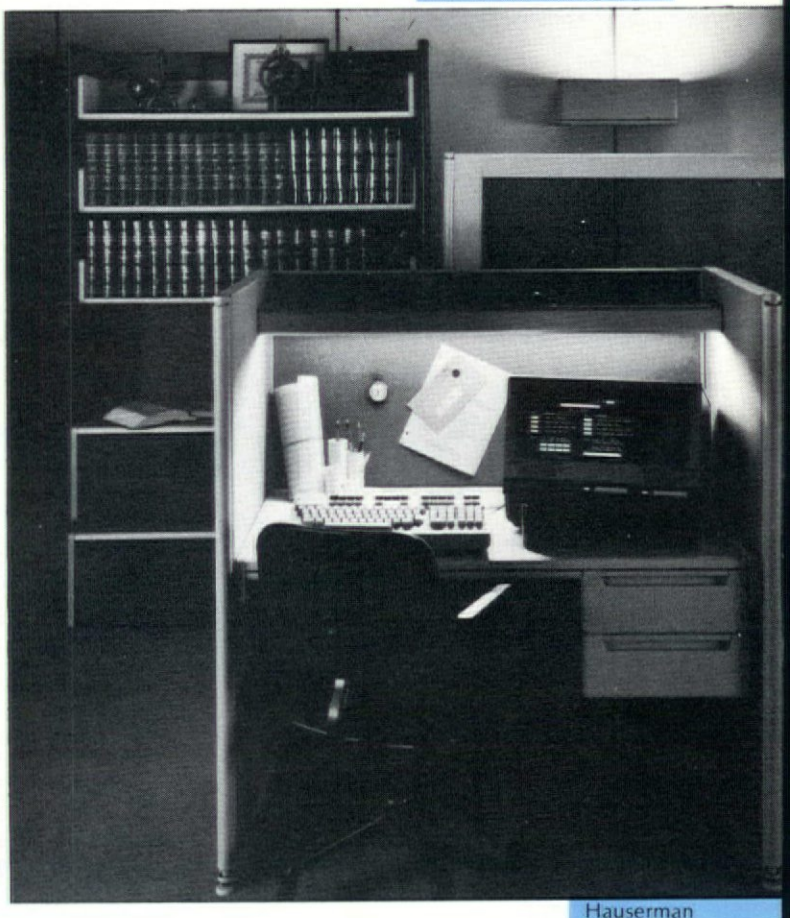
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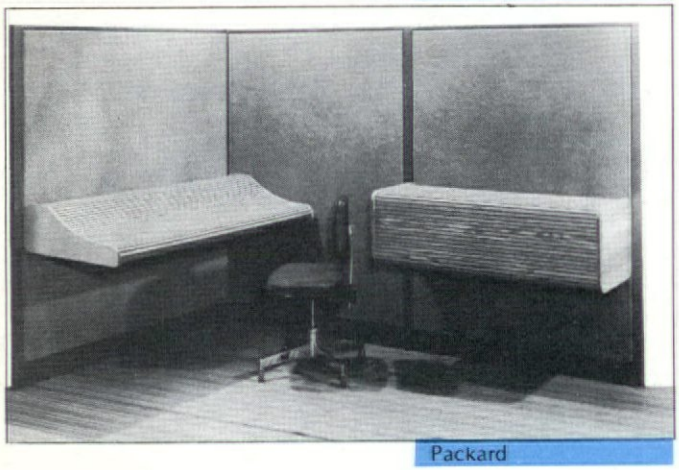
Discovery Concepts



Century Plastics



Hauserman



Packard



Haskell

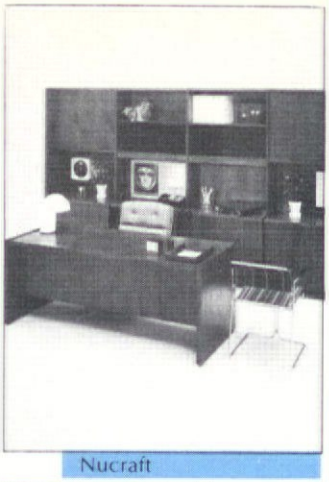


Boling

FLOOR 10



Maharam



Nucraft



Cado/Royal System



Superior Chaircraft

SEATING SCALED FOR OPEN PLAN USE

Discovery Concepts, Space 1035. Integrated system of modular furniture includes interchangeable series of desks, workstations, and wall units. The wall system comes in heights 30 in. to 92½ in. for floor-to-ceiling installations, the latter height providing complete privacy and sound-attenuation. Fascias accommodate most ceiling heights. The movable, flexible system with its own lighting has provision for power and telephone cables, to be shown by president Irwin Ziegelheim and Bonnie Moll. *Circle No. 311.*

Century Plastics, Space 1040A. The Glassform combination desk calendar/memo holder is made of melamine in choice of black, fudge, mushroom, terra cotta, classic and snow whites, dove grey, and red-orange. Rubber feet prevent scratching of tabletop. *Circle No. 312.*

Hauserman, Space 1012. A full-height movable steel wall, which comes in other heights as well, is mounted with an ambient light fixture. The panel system, here arranged to hold CRT needs, has a full range of components, including task lighting, and can be varied with a number of finishes and fabrics. *Circle No. 313.*

Packard, Space 1054A. A new roll-top shelf system, which eliminates the need for roll-out files and flip-door units, brings a distinguished look to Officenter 2000 open-plan partition system. Integral hang-on components include legal- and letter-size files, EDP, tub, and vertical files, and shelving for binders, storage, and books. To be introduced by Virginia Martin, Linda Stenberg, John Skobel, Doug Shoptaw, Norm Hogue, and president Edward Mark. *Circle No. 314.*

Haskell, Space 10-167. The new Laurel Collection for "cost-conscious" office managers runs a full gamut of seating needs, from swivel to guest chairs, high or low backs, armed or armless, in many fabric and vinyl colors. With unitized welded seat framing, Laurel chairs come with a 15-year guarantee. *Circle No. 315.*

Boling Chair, Space 1043. In addition to this sled-base armchair made of ash in two finishes, several other new chair designs will be introduced by top executives F.J. Boling, Jr., president, J.K. Boling, VP/sales mgr., as well as national sales force and customer service personnel. *Circle No. 316.*

Maharam, Space 1054. Solar-Loc Quad II and its reduced matching version, Quad I, present crisp geometric patterns in tones ranging from white to flax neutrals. Also to be shown by president Donald Maharam is a bronze-backing version to complement darker solar-tinted glass highrise facades. Quads I and II are constructed of modacrylic rayon and flax weaves. *Circle No. 317.*

Nucraft, Space 1015. In oak or walnut, the new Group 5 System has a work surface capable of spanning up to 107 in. of uninterrupted space. Units, 62-in. and 80-in. high, have several storage units, task lighting, electrical raceways. Tim Schad, new VP/Sales, will be at NEOCON along with George Schad, president, and all area reps. *Circle No. 318.*

Cado/Royal System, Space 1080. In a sparkling new Mart showroom, with hosts Torben Huge-Jensen, president, Mervi Vankka, showroom mgr., and Jim Hockberger, Midwest regional sales mgr., Cado will feature a new square conference table measuring 61-in. square. In rare rosewood or teak, the table also comes in a rectangular model. Chairs shown are in rosewood. *Circle No. 319.*

Superior Chaircraft, Space 1044. Geared specifically for open plans and systems furniture seating is the Concept 2000 series combining concise scale and ample proportion, according to president Robert Kennedy, who will introduce the series at NEOCON. *Circle No. 320.*

neocon12

SEATING SOFTLY SHAPED FOR LASTING COMFORT

Eurotex, Space 11-121. Woven Wilton, Nader 6600, joins the Graficos Collection of 100% wool carpets from Spain. Soft tones of beige and white create a geometric pattern that contrasts cut and loop pile, with either predominating, says Jill Babbits, Eurotex president. *Circle No. 201.*

Cole, Space 1147. Fifteen models in this comprehensive collection of office seating, all have adjustable seat and back heights, forward/backward seat depth. Presenting the line will be parent Litton VP Justin Oppenheim, president Richard Tierney, and Cole VP/marketing Thomas M. Garasic. *Circle No. 202.*

Falcon, Space 1192. For lounge or dining, grid stack chairs by Bruce Hannah and Andre Grasso are available in chrome or polyester powder-coat frame finishes. Side and arm chairs can be upholstered. *Circle No. 203.*

Beylerian, Space 1198. Stackable Dolly Chair in black, with natural tan seat and back, was designed by Barsacchi Silvano and Vegni Giancarlo, who accent painted steel frame with cotton jute cover. George Beylerian will show how covers zip off for cleaning. *Circle No. 204.*

Ben Rose, Space 11-123. Reposa #1551 in the new Alhambra Collection of prints, has softly curved triangle motif, with alternating horizontal bands and linear overlay. *Circle No. 205.*

FLOOR 11

Shelby Williams, Space 11-111. For high comfort, cross-woven stick Rattan #5565 has a three-in. foam-padded spring seat and foam button-tufted back cushion. Manfred Steinfeld recommends the chair where luxury seating is required. *Circle No. 206.*

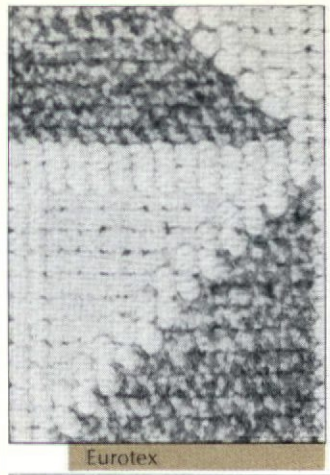
R-Way Furniture, Space 1100. Sculptured Lo Chair line is contoured for comfort in all versions—secretarial, executive lowback and highback. Beige, brown, black, and woodgrain plastic caps on the 5-leg metal base coordinate with upholstery fabrics. *Circle No. 207.*

Design Tex, Space 1174. A new Hazel Siegel design, Wool Systems, of woven stripes, stries, and geometric jacquards combine wool's lush qualities and durable strength—tested at more than 50,000 double rubs, explain Ralph Saltzman and Harry Paley. *Circle No. 208.*

Castelli, Space 1150. Sandro Longarini and Guido Buratto introduce Plurali, a glass-reinforced polyester multiple seating system designed by L/O. doubles as stacking chair or office swivel seat with hydraulically adjustable height. *Circle No. 209.*

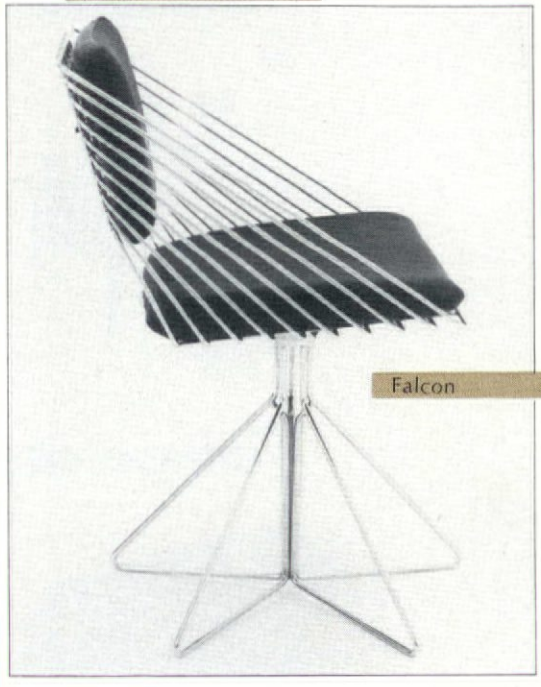
Howe, Space 1158. New for NEOCON, Mobile Pedestal Group consists of three models: box drawer/one file drawer, two personal drawers/one file, and three-box drawer model, all on casters. They are constructed of ¾-in. thick, particleboard surfaced with wood veneers; drawers are solid oak. *Circle No. 210.*

Berco, Space 11-122. Designer Hugh Acton gives the Series 50 pedestal base a new flair. To be introduced at NEOCON, the base is offered in three sizes, 18, 22, and 28 inches, in painted and chrome finishes. *Circle No. 211.*

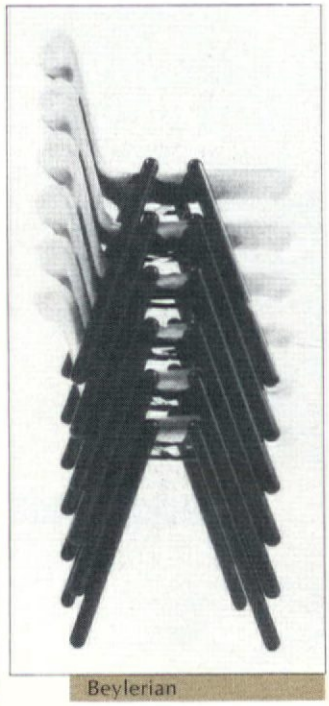


Eurotex





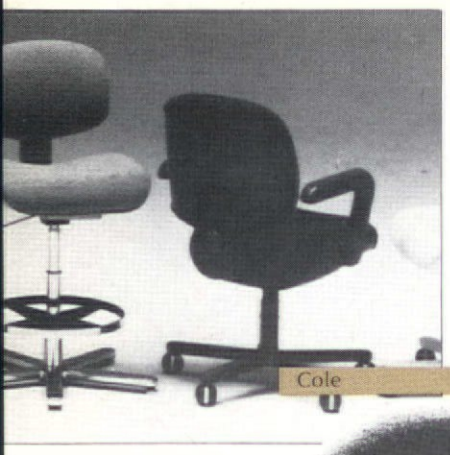
Falcon



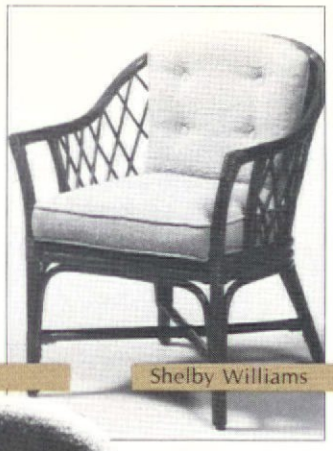
Beylerian



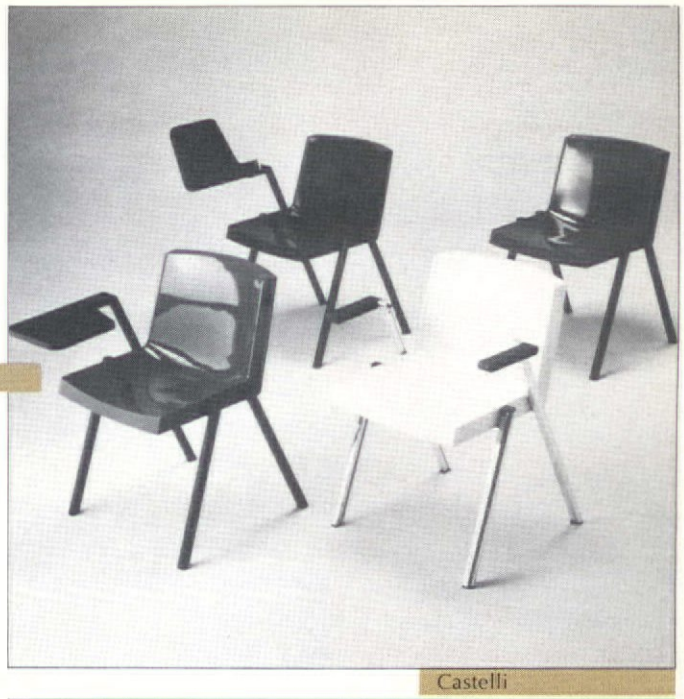
Ben Rose



Cole



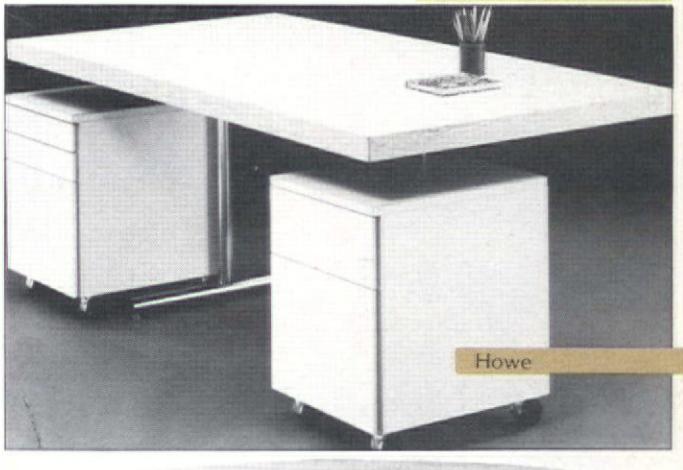
Shelby Williams



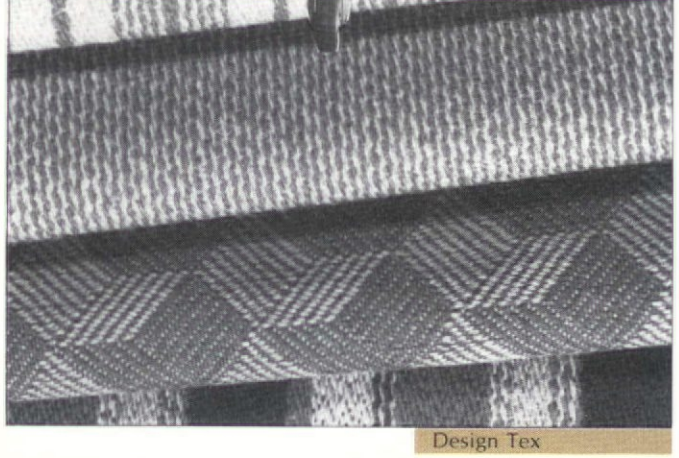
Castelli



R-Way



Howe

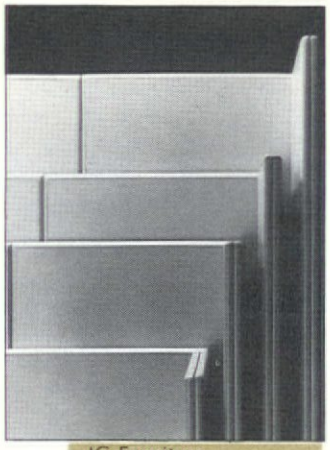


Design Tex

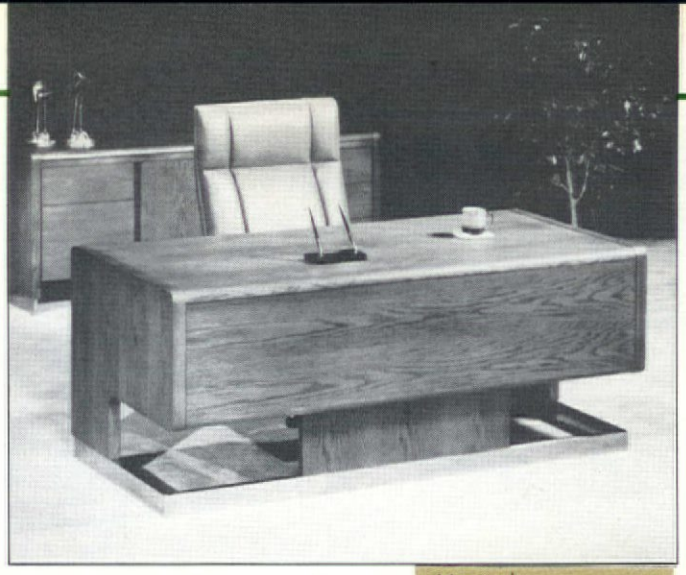


Berco

neocon12



JG Furniture



Monarch



Chromcraft



Gunlocke

DESKS AND TABLES HAVE NEW ANGLES

FLOOR 11

JG Furniture Systems, Space 11-118. Flexible function inspires the UPS/Hardwall panel by Dave Woods. Identical in size and configuration with the basic JG upholstered panels, these come in five heights, 30" to 78", and four widths, 22" to 48". Panels come with standard mirror chrome rod base, with optional vinyl raceway base. Vertical edge contains a moving vinyl element which improves acoustics by closing the interpanel spaces, restricts translucense. *Circle No. 212.*

Gunlocke, Space 11-114. Slated for NEOCON debut, the Phoenix Collection of four chairs by John Duffy is characterized by wing-flared arms. Shown is the low-back posture swivel, with bases in ash or walnut, chrome or bronze. *Circle No. 213.*

Monarch, Space 1120. Rich oak and oak veneers, in autumn or dark finishes, are accented by a mirror chrome or antique bronze base, in a cantilevered curved desk design by Carlos Lopez-Benitez, ASID. Optional is a rich dark leathery top. The Circa 90 Executive series has coordinated credenza and bookcase as well as lounge seating. *Circle No. 214.*

Chromcraft, Space 1131. The front of the new Premier Desk Series features a front turned 180 degrees and legs in all chrome or chrome with brass corner accents. Secretarial desk with left or right return and credenza complete the series that comes in wood-looking laminates of pecan, oak, elm. *Circle No. 215.*

Carolina Seating, Space 11-124. Not illustrated: NEOCON introductions include three table desks topped with ⅝-in. clear glass. A stretcher of brilliant bar-stock aluminum connects 1½-in. flakecore bases with oak veneer on all sides. The series was designed by Marcel L. Beck. *Circle No. 216.*

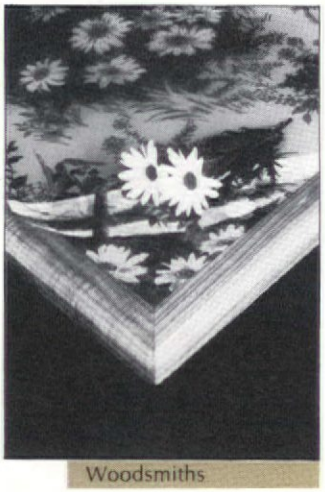
Buckstaff, Space 1119. Not illustrated: Three new high-back chairs with traditional overtones for dining are variations based on the same frame: a ladder-back chair, a wing-back chair, and a wood-framed upholstered-back side chair. *Circle No. 217.*



Krueger



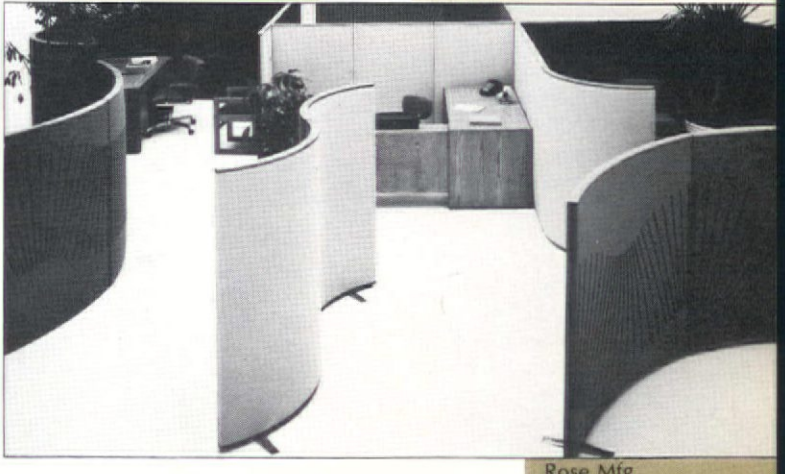
Thonet



Woodsmiths



KT Furniture



Rose Mfg.

Krueger, Space 1184. A totally renovated showroom that is double in size has the addition of an AV/conference room and a color center featuring a new, fully coordinated fabric and finishes program by Bob Kleinschmidt. Tom Tolleson, design director, says the enlarged space provides spacious flexibility for new products. Among them is the Wilkhahn Program 400 Series, consisting of upholstered chairs and tables constructed of molded hardwood ply frames, making them lighter and stronger than solid wood. *Circle No. 218.*

Thonet, Space 11-100. Spotlight will be on a review of Thonet's history, as the company celebrates its 150th anniversary (see also page 242). New products will also be introduced, including Robert DeFuccio's solid wood multi-purpose chair made of elm and steam-bent to shape. Hosting the showroom will be James Riddering, president; John Riederer, exec VP; Joan Burgasser, VP/design; and Phyllis McCullough, marketing director. *Circle No. 219.*

Woodsmiths, Space 11-122. Tables for restaurants and hotels have an added dimension as natural materials and synthetic fabrics—or designer's choice—become part of the tabletop, protectively sealed in thick crystal-clear resin. In addition to this floral print, there are cork, cane, wood, bamboo, and copper. *Circle No. 220.*

KT Furniture, Space 11-101. Designed by Rich Thompson, Wait-Control Reception Seating has upright posture to facilitate rising. Its flexibility ranges from one-, two-, three-, and four-seats that can be ordered with or without arms, in oak or walnut. Also new for NEOCON, three new contract fabric lines and a new sofa/seating series by Charles Gibilterra. *Circle No. 221.*

Rose Mfg. Co., Space 11-117A. Quiet Connection acoustical modular panels in four heights and six widths offer layout flexibility either freestanding or connected. Solid hand-rubbed oak trim in three finishes accents wide selection of fabric grades, colors, and graphics. Rose showroom will be staffed by Robert Lindblom, president; Donald Klooster, vice president; Frank Jeffreys, vice president/sales marketing; and Gerry Oppenneer, product manager. *Circle No. 422.*

NEOCON 12

CHAIRS ARTICULATED FOR TASK, COMFORT

Myrtle Desk, Space 1162. Contemporary collection of executive and secretarial desks and service units are finished in burnished oak, with charbrown leather-grain laminate tops. For seating: several office and lounge groups have exposed wood frames in burnished oak. *Circle No. 222.*

Meridian, Space 11-117A. The 120 Degree Desk Series expands to include a 30" return and optional adjustable height feature. A simple telescoping leg system and desk attachment plate simplify changeover of return from right to left. *Circle No. 223.*

Madison, Space 1166. In addition to Arthur Umanoff's sled-base conference chair, Lawrence Boyan, VP, will unveil a "revolutionary new chair that goes beyond existing concepts, including ergonomic designs." The firm rejected all assumptions on seating and used research from worldwide sources. *Circle No. 224.*

L.E. Carpenter/Vicrtex, Space 1189. A new textured design in the Vicrtex vinyl wallcovering collection, Rainfall is as sturdy in wear as its design is subtle. It resists scuffs, soil, stains, mildew; rated Class A in fire safety. In 17 colors, 54-in. *Circle No. 225.*

Thayer Coggin Institutional, Space 1173. Executive secretarial chair by Milo Baughman is rounded, soft, yet compact. Standard features include swivel/tilt control, adjustable seat height, and a five-prong mirror chrome-plated steel base. *Circle No. 226.*



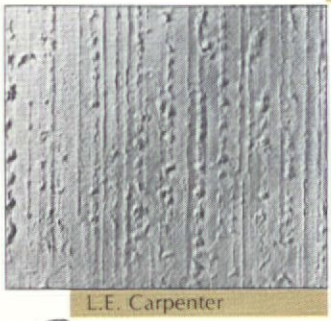
Myrtle



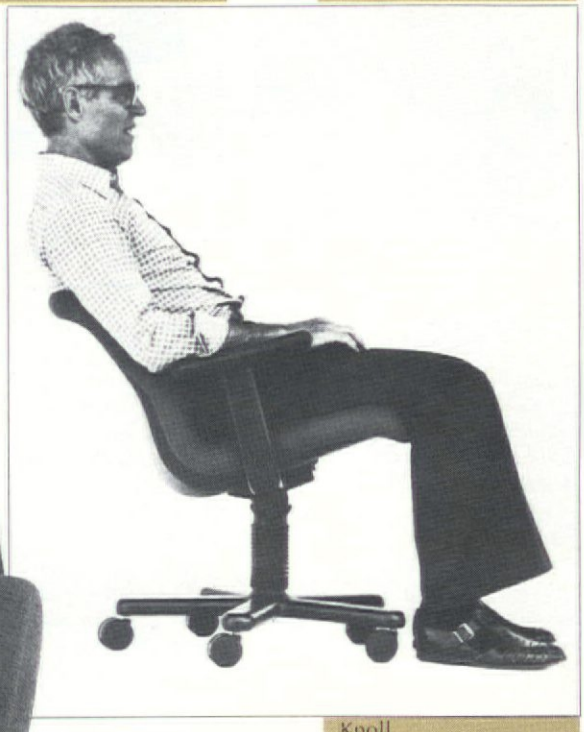
Meridian



Madison



L.E. Carpenter

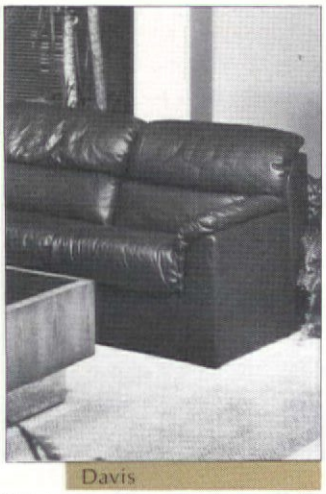


Knoll

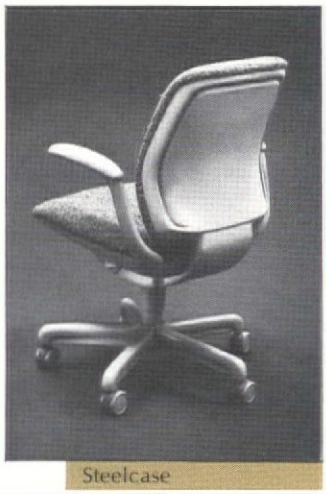


Thayer Coggin

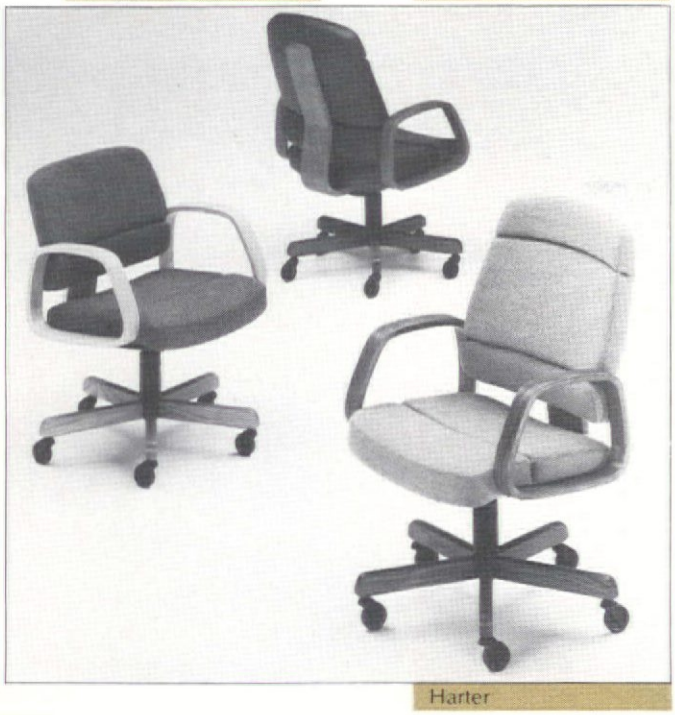
FLOOR 11



Davis



Steelcase



Harter



Vecta

Knoll International, Space 1111. Niels Diffrient demonstrates the Advanced Management Chair he designed based on years of Humanscale research to determine correct chair contour requirements for virtually every body size in every normal seating position. Knoll will also preview additions to the Zapf Open Office System and a Bruce Hannah-designed desk system. *Circle No. 227.*

Davis Furniture, Space 11-116A. Executive seating system has plush, super-soft construction and can be used to create L-shapes or sofa-loveseat groupings. Cushioned with high-density polyurethane wrapped in Dacron ticking, the series offers three widths of armless chairs, corner units with square and rounded backs, and right and left armchairs. *Circle No. 228.*

Steelcase, Space 1118/1032. ConCentrx chair line, based on "synchronized articulation" concept, has been designed for task-oriented goals. (For full description, see Product Showcase, page 116). ConCentrx will be unveiled during NEOCON in the company's bi-level showroom by top executives, including Fred Bell, Senior VP. *Circle No. 229.*

Vecta Contract, Space 1168. Ginkgo Biloba is now matched with a line of executive office chairs. Eight models in swivel tilt, swivel and fixed, with and without arms debut this spring in polished aluminum or thermoset colors. Attending NEOCON: William H. Sullivan, president; James C. Welch, VP/marketing and sales; Gunter Eberle, VP/design/development and Ginkgo Biloba designer Robert W. Krajewski, VP/operations. *Circle No. 230.*

Harter, Space 1129. Articulated for comfort, the Mark I series of chairs by Louis E. Mark consists of seven models, with natural, molded oak frames. In addition to three versions shown, there will also be a sled base chair and a secretarial chair with spring back. Harter executives at NEOCON: Ted Combs, president; Pete Malcolm, national sales mgr.; Evan Harter, VP/operations; Margaret Harter, chairman of the board. *Circle No. 231.*

Ebco/Ebenreiter, Space 1149. Scottsdale oak tables, shipped KD, have four oak "horseshoes" that simply slide together and pull tight via cam-action, spring-steel connectors. Top nests in shoulder rabbets, is secured by rotating steel brackets into grooves. *Circle No. 232.*



Ebco

neocon12

POWER PANELS TAKE FOUR RECEPTACLES

Charlotte Chair, Space 1149. New for NEOCON will be Kirk Chair #2020, trim-lined and treated with a different upholstery technique. *Circle No. 233.*

Domore/IKD, Space 1194. Unimac ergonomic chair has compound curves built into the backrest. When chair is tilted, a dual-compression spring system keeps pressure level constant on the lumbar area while feet remain on the floor. *Circle No. 234.*

All-Steel, Space 1177. Power panel system 8000, debuting at NEOCON, draws power from floor or ceiling source. Each panel provides two 20-amp, 125-volt circuits for ambient lighting and up to four double outlet receptacles. *Circle No. 235.*

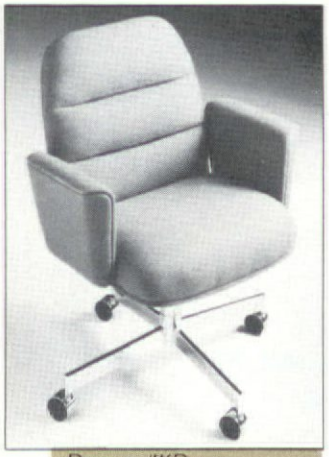
Adden, Space 11-112A. Marking the firm's entry into the commercial furniture field, a new solid oak line ranges from secretarial to executive desks and credenzas. It will be shown by Gary Garmon, president; Robert Kiely, national sales mgr.; Howard Davenport, Chicago rep. *Circle No. 236.*

Jansko, Space 1149. Lounge chair has thick plywood frame mounted on easy-roll casters. Upholstery is fabric or vinyl. *Circle No. 423.*

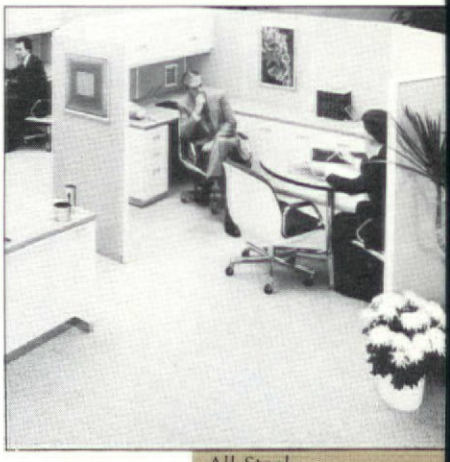
Lehigh-Leopold, Space 1147. Molded polyurethane seats/backs drape the Personal Chair's hardwood core. At NEOCON: John E. Omps, VP/general mgr; parent company Litton VP Justin Oppenheim; Litton Business president Richard Tierney. *Circle No. 237.*



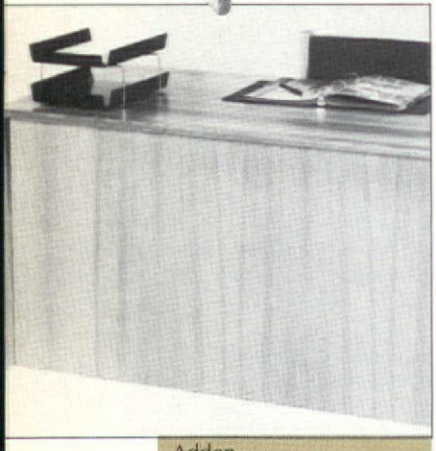
Charlotte



Domore/IKD



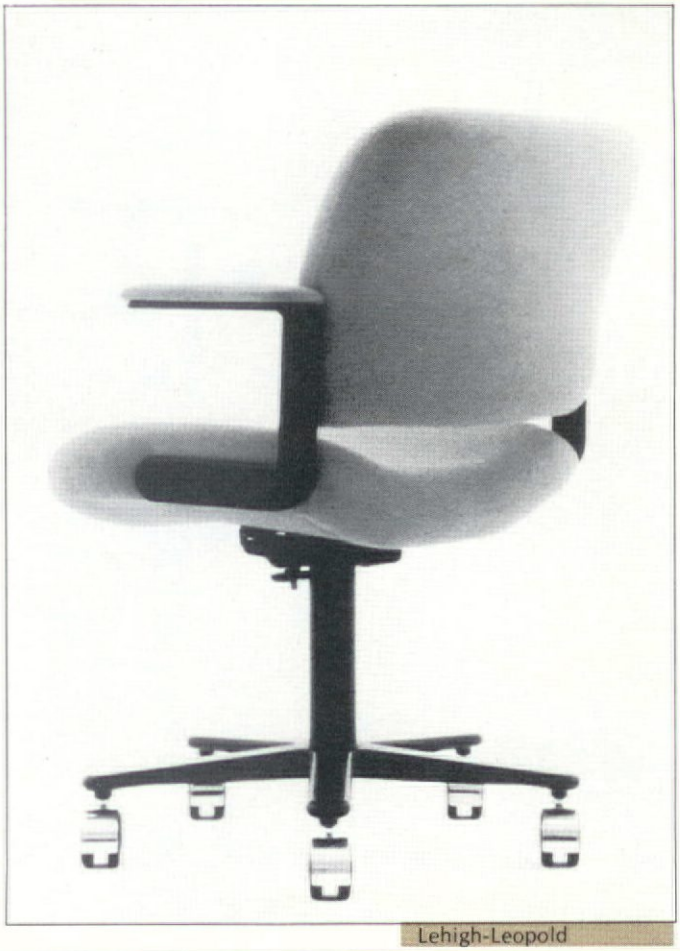
All-Steel



Adden



Jansko



Lehigh-Leopold

FLOOR 11

GEOMETRICS, FLORALS DOMINATE TEXTILES

Groundworks, Space 629A. Goma is a surface-perforated rubber fabric with nylon backing designed by Gary Miller to resemble smooth suede. It is washable, stain-resistant, say Deborah De La Garza, Mart showroom mgr, and Vincent Floridia, national sales mgr. *Circle No. 238.*

Loewenstein, Space 621. New version of Padova chair has drop-in seats of woven rush or upholstered foam. Solid beech frame comes in several finishes, says president Hank Loewenstein. *Circle No. 239.*

Brunschwig & Fils, Space 6-168. Inspired by Royal Pavilion at Brighton, large-scale Oriental floral fabric is on glazed cotton chintz in 8 opulent colorways. *Circle No. 240.*

Jack Lenor Larsen, Space 6-140. Graphic Horsetale, a bold 1½-in. repeat geometric for walls or furnishings, is acrylic-latex backed, blends cotton/viscose/polamide. *Circle No. 241.*

Scalamandre, Space 627. Edwin and Adriana Bitter will show Volume X of Scala textures, a group of Belgian linen weaves for walls, upholstery, draperies. *Circle No. 242.*

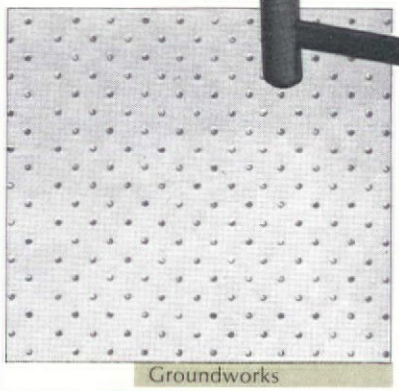
Edward Fields, Space 635. A new rug, Irish Mist, is a large-scale sculpted adaptation of an iris bud in Japanese watercolor technique, to be shown by Jon Fields, president. *Circle No. 243.*

Heron International, Space 621. Helen Webber created Primitiv, 5 by 4-ft. tapestry, one of 18 new limited editions, for debut at NEOCON. *Circle No. 244.*

FLOOR 6



Loewenstein



Groundworks



Brunschwig & Fils



Jack Lenor Larsen



Scalamandre



Edward Fields



Heron International

neocon12

NEW FURNITURE LINES ARE SLIM AND TRIM

Dunbar, Space 633. Lounge chair, part of sofa/sectional Manhattan Collection by John Saladino comes in designer's choice of fabric, vinyl, leather, says Roger Hayes, president. *Circle No. 245.*

Stroheim & Romann, Space 6-148. Chinoiserie print, called Ladies of the Court, is taken from an 1880 design. Twenty-one screens reproduce the pattern on glazed cotton chintz with choice of four grounds. *Circle No. 246.*

Scope Furniture, Space 627. Meticulous upholstery detailing accentuates the slim lines of SA-100 chair/sofa series made with kiln-dried ash frame. *Circle No. 247.*

Katzenbach & Warren, Space 6-188A. Malmaison wallpaper from the Famous Gardens collection is a pastel floral on strippable, pre-trimmed, vinyl-coated, screen-printed wallpaper, and related fabric. *Circle No. 249.*

Durawall, Space 6-140. An IBD/CONTRACT competition winner, Boxstitch is hand-printed vinyl upholstery designed by D. Bruce Rabino. It is one of 16 designs to be shown by showroom managers Chip Long (Chicago) and Madeleine Miklos (New York). *Circle No. 248.*

Harvey Probber, Space 638. Matched woodgrain desk with faceted edges and polished, bronzed aluminum trim distinguish this oak veneer desk series, Management II. Line, which includes executive and secretary models, and credenza, will be shown by Harvey Probber and Charles Keane. *Circle No. 254.*

Van Luit, Space 6-135. Light and airy Cytherea Tracy wallpaper and companion fabric in two-color combinations come in six colorways, each also as a reverse. *Circle No. 253.*

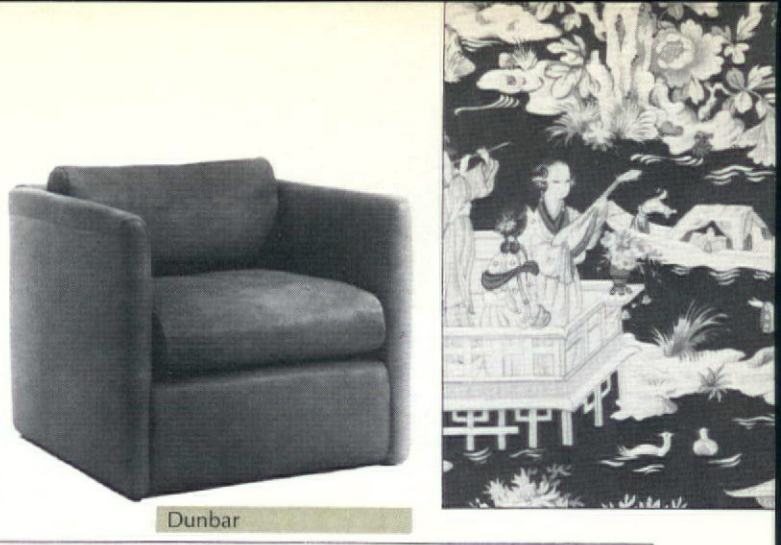
Patterson-Piazza, Space 622. New marble wallpapers in multiple reflective colors include Pompeiian, with bold veins in a 37-in. repeat. On heavy, exclusively made paper stock, all have lacquered waterproof finish. *Circle No. 251.*

Schumacher, Space 6-133. A new group of one- and two-screen small-scale geometric prints includes garnet/sand A Maze, offered on cotton fabric and companion wallpaper. This and other new fabrics will be shown by Wayne Dimm. *Circle No. 252.*

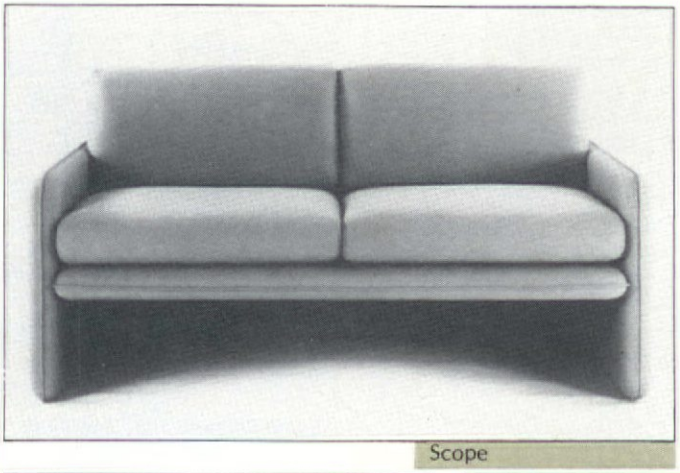
Turner, Space 600. Public areas, indoors or out, are enhanced by Lagos, with choice perforated steel plate seat/back or upholstery. Designed by Nel Verschuuren of Kho Liang le Associates. At NEOCON: Ed and Heidi Turner. *Circle No. 250.*

Metropolitan Furniture, Space 621. Designed by Brian Kane, Series 10 seating system is designed for public area seating. Chairs fasten to a peripheral tubular steel frame, with bases merging to form one supporting leg. Resin table modules are available in satin or high-gloss, in 18 colors; frames come in polished chrome or 18 colors. The line will be formally introduced by Sylvan Heumann at NEOCON. *Circle No. 255.*

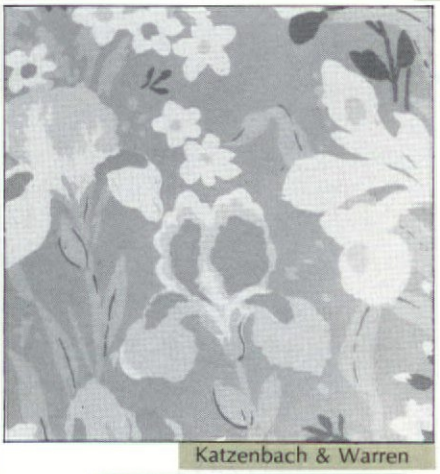
FLOOR 6



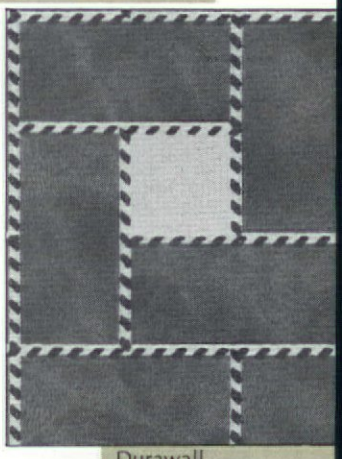
Dunbar



Scope



Katzenbach & Warren

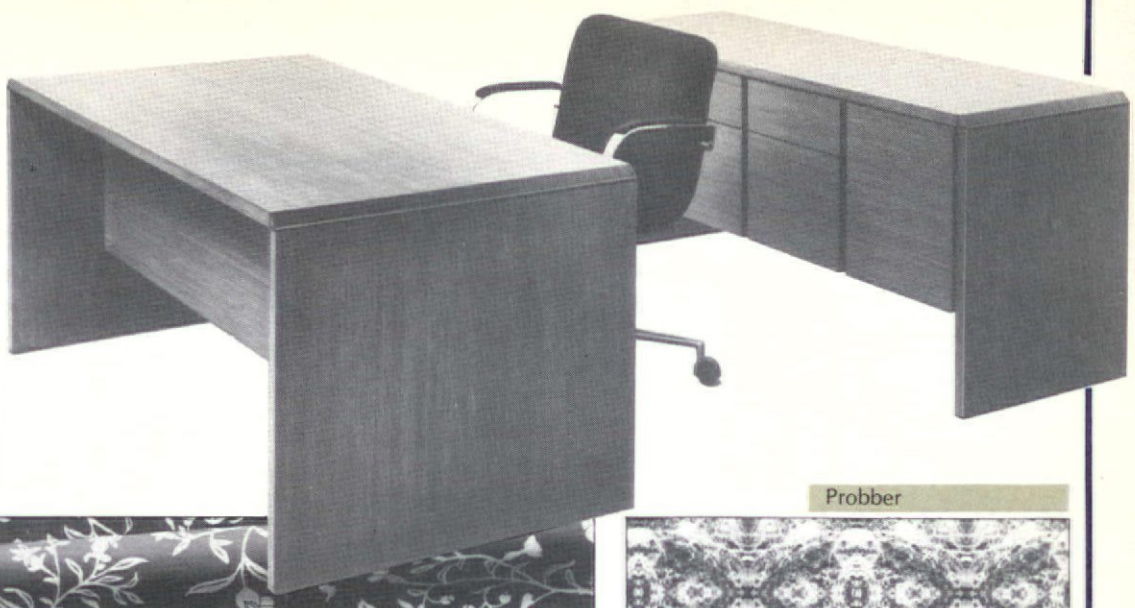


Durawall





Stroheim & Romann



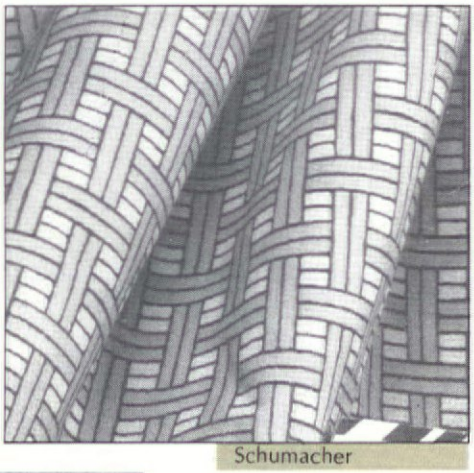
Probber



Van Luit



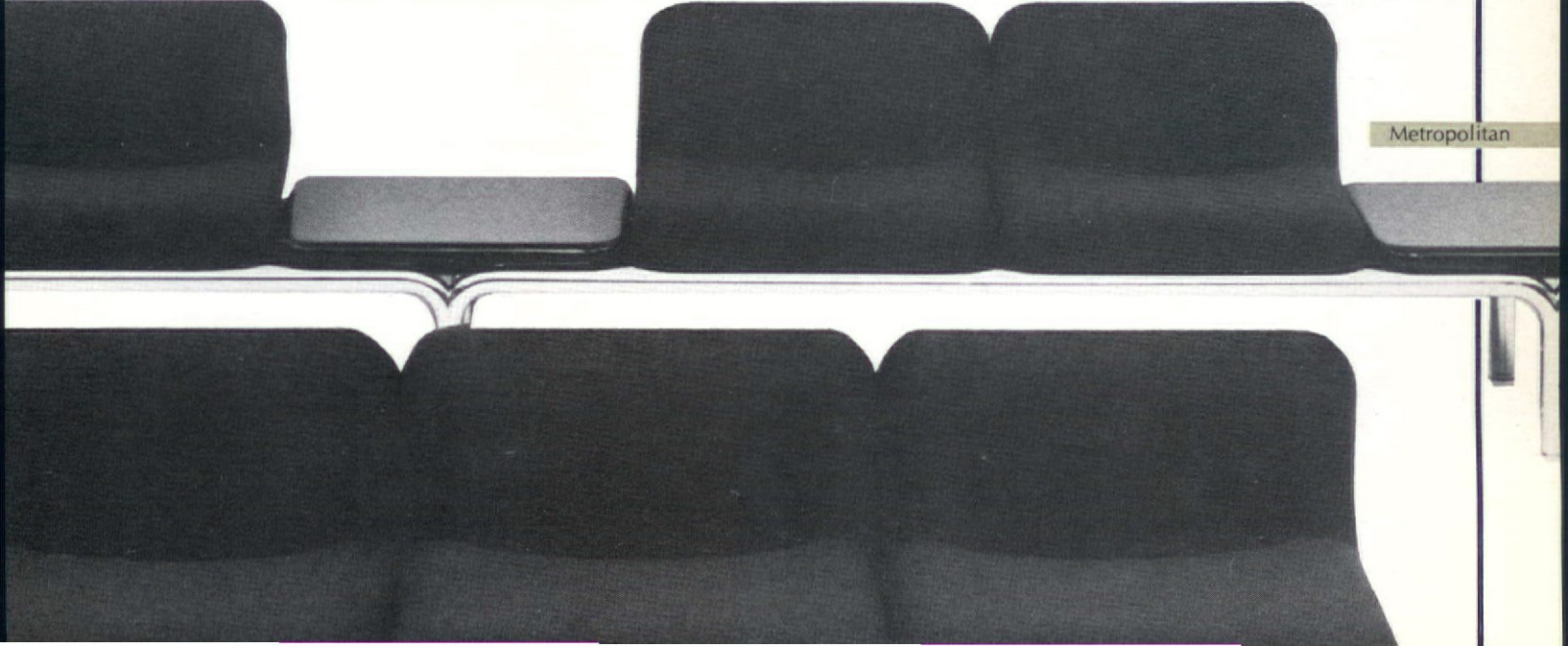
Patterson-Piazza



Schumacher



Turner



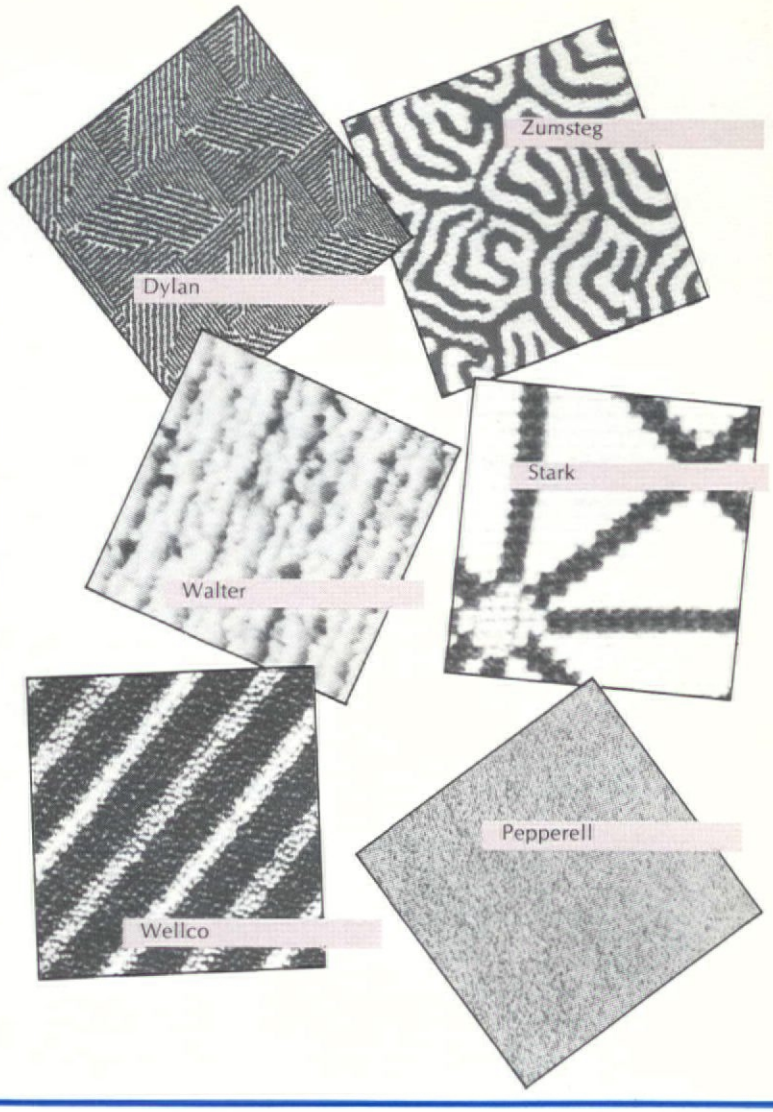
Metropolitan



Pace



Molla



CUSTOM COLORS EXPAND PALETTE FOR CONTRACT CARPETS AND FABRICS

FLOORS 12 13

Pace Collection, Space 1248. A semi-circular polished stainless steel body and three angled legs give high profile to the 7200 Executive Desk. Defined with a 6-in.-high apron, the recessed top varies with choices of exotic woods, granite, or marble. The desk was designed by Leon Rosen, president, who will be at NEOCON with Irving Rosen, exec. VP; Arthur Rosen, national sales mgr.; Fred Gregg, Chicago regional mgr.
Circle No. 333.

Molla, Space 1228. Outdoor dining takes a luxurious turn with the Seacrest dining/umbrella table that has a textured glass top tempered for added strength. Alumaloy-framed chairs are wrapped with vinyl strapping. *Circle No. 334.*

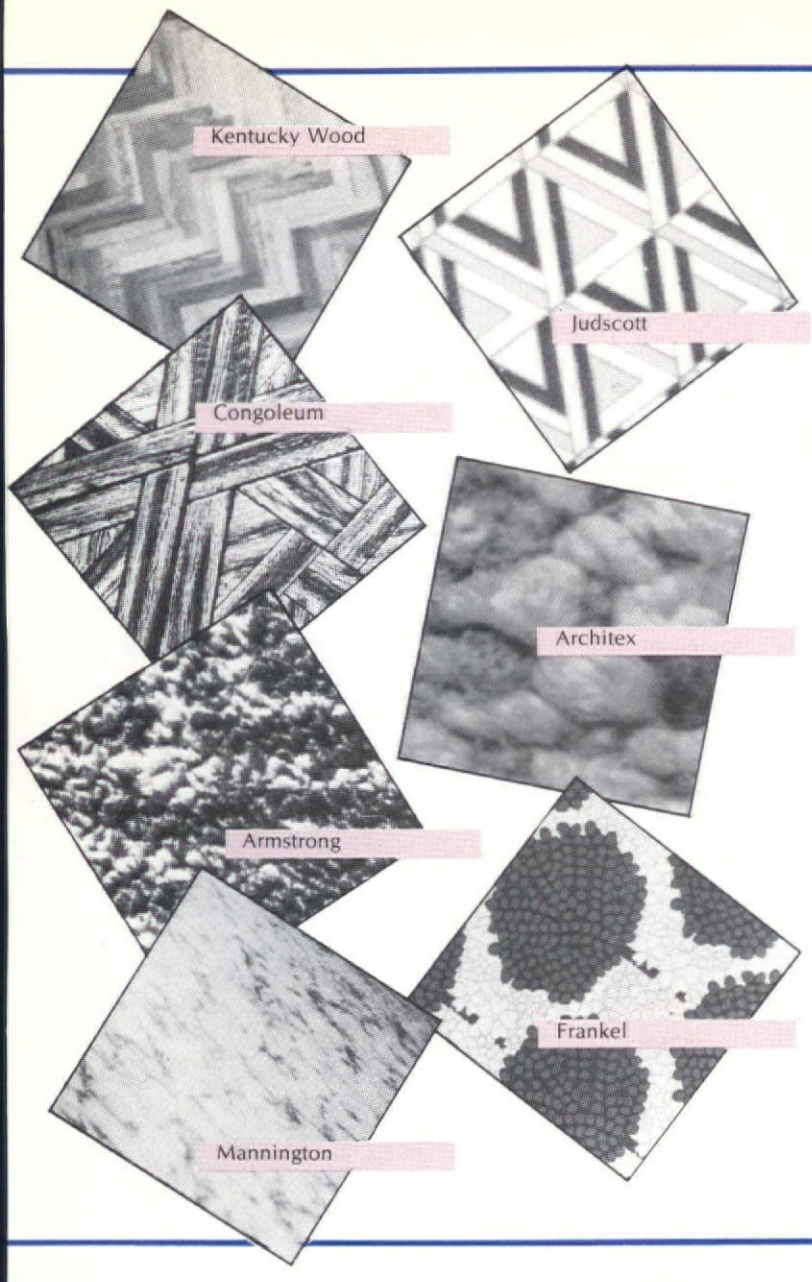
Dylan, Space 13-138. Broadlooms woven in Ireland make up the black-and-white collection of miniature designs that blends 80/wool, 20/nylon. They're stocked in New York. *Circle No. 365.*

Walter Carpets, Space 13-139. Contract-grade Index is a ribbed loop made of low-luster DuPont Antron III nylon in rich, yarn-dyed berber colorways. Static control is built in.
Circle No. 335.

Wellco, Space 13-141. A trio of Herculon IV olefin yarn, Heathertex, Heathpoint, and Heathstripe color-coordinate patterns and solids.
Circle No. 336.

Zumsteg, Space 1253. Soigne's soft design can be ordered on velvet and 100 percent cotton imported from Switzerland. The 9½-in. repeat is in dark green and celadon. Wallcovering is also available. *Circle No. 341.*

Stark Carpet, Space 1270. There are 14 designs in the all-wool Caline Collection of custom-colored, custom-sized carpets. *Circle No. 342.*





Pouliot



Omni/Hoover

Pepperell, Space 13-155. Pointelle a velvet with a fine pinpoint texture and nylon face yarns is offered in 17 colors treated with Scotchgard protector and 3-M static control. *Circle No. 338.*

Kentucky Wood Floors, Space 1383. Tropical Oak Herringbone uses tropical hardwoods from Mexico that are variegated in color and grain. Flooring is shipped in unfinished panels for glue-down installation and custom staining/finishing on job site. *Circle No. 339.*

Congoleum, Space 13-106. Country Wood resilient flooring recreates an authentic wood parquet block design in four colorations on 12-ft. widths. Chromabond formula gives stain-and-mildew-resistance, durability, and easy maintenance. *Circle No. 345.*

Armstrong, Space 13-131. Cross Section, defined by an overall pattern, is one of three styles in the new Artistron Collection. The tight ⅛-in.-gauge carpet, in five colors, is made of continuous filament nylon and has built-in static control. *Circle No. 337.*

Mannington, Space 13-141. Nearly 700,000 visitors to Hoover Dam each year subject the Aristocon, 20-mil wear layer to rigorous in-use tests. After one year, the no-wax, cushioned sheet flooring passed with flying colors—no cracks, no peeling, no shabbiness. *Circle No. 343.*

Judscott Handprints, Space 1200. Part of an Art Deco revival, Point in Time is a five-color geometric with a 3-in. repeat. It prints on wallcovering or fabric in stock and custom colors. *Circle No. 344.*

Architex, Space 1234. Thirteen textures of raw silk tussah fabric comprise this group for drapery, wall/panel, and upholstery uses. Acrylized fabric eliminates need for paper backing. *Circle No. 340.*

Frankel Associates, Space 1337. With other new designs for NEOCON is the Kimberly Collection of washable, inherently flame-resistant prints. Nine designer patterns in the collection are offered in 32 colorways that are washable to 160°F. *Circle No. 346.*

Pouliot Designs, Space 1272. Fiberglass planters are designed for indoor or outdoor use and for live or artificial planters. This new cylinder series, in more than 60 sizes and 14 colors, will be shown by Ted Pouliot and George Ronald during NEOCON. *Circle No. 347.*

Omni/Hoover, Space 1209. Built-in cable channels and variable height task surfaces complement task module sizes and storage possibilities of Omnistation. Reference or drafting board ties in with standard detailing. *Circle No. 348.*

Lightolier, Space 1266. Not illustrated: A new fluorescent task light called Taskline directs side light onto work areas while blocking the perpendicular light that causes veiling reflections. *Circle No. 349.*

Earthly Delights, Space 1309. Not illustrated: A new collection of Italian terra cotta pots and accessories contains individually produced, hand-finished, and sun-dried pieces that have a waterproof lacquer finish. Finish is in eight colors, with custom colors possible. *Circle No. 350.*

MINIMALISM SHAPES LAMPS

Koch & Lowy, Space 1245. Eyeshade Series floor lamp adjusts from 34 to 48 inches, with shade and chrome handle designed to stay cool. *Circle No. 351.*

Howard Miller, Space 1277. Oak-encased Gallery clock has gold-finished bezel and glass dial crystal. It takes two quartz batteries. *Circle No. 352.*

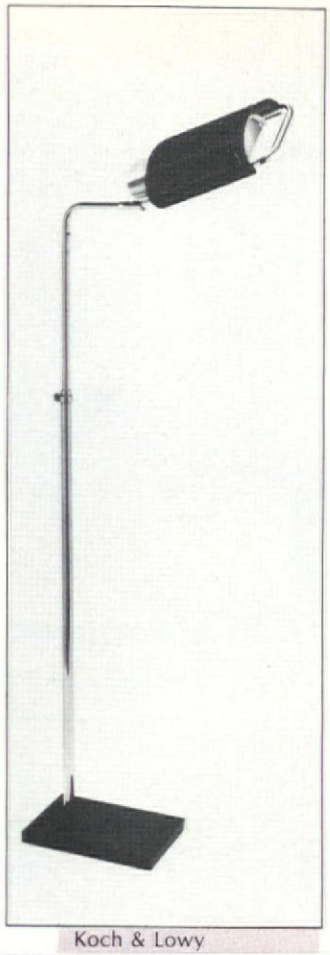
Patterson, Flynn & Martin, Space 1226. Gulls is one of wool dhurries handwoven in India. Look also for large-scale aubusson-type tapestries by Dirk Holger. *Circle No. 353.*

Classic Arts, Space 1292. Displays of paintings open up to reveal two-and-three-piece writing, tac-mount, and projection screen surfaces. It's called Exec-u-planner. *Circle No. 354.*

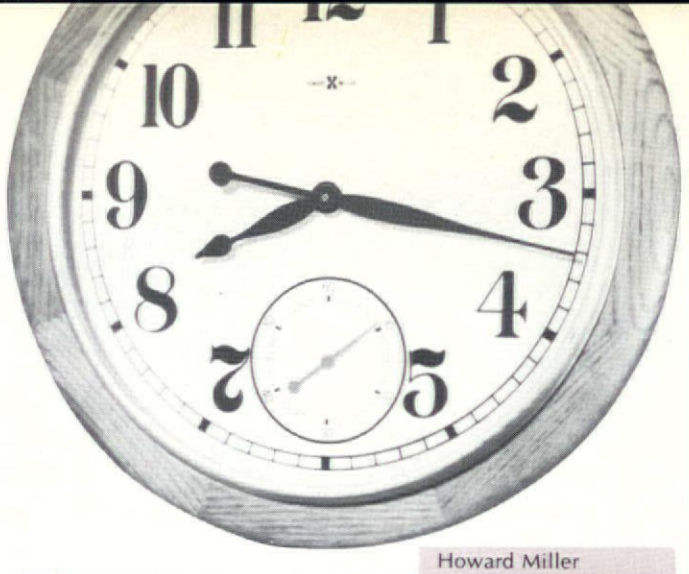
Merrill Chase Galleries, Space 1281. Works of old masters and contemporary artists are represented in the Corporate Sales Division collections for corporate offices. Robert Chase, president, shown here with a Toulouse-Lautrec print, will be at NEOCON with division manager Leslie Petranek. *Circle No. 355.*

Tulip, Space 1209. Raked-back arm styling of the L/D-A armchair incorporates sled base; semi-attached cushions have knife-edge. *Circle No. 356.*

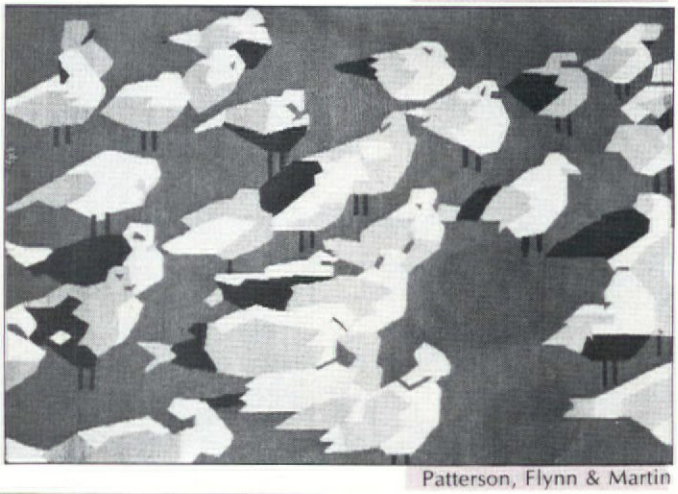
Lighting Associates, Space 1253. President Donn Golden says that Sovrana, a new Italian lamp 88½-in. high, illuminates an entire room with its tungsten halogen lamp. *Circle No. 357.*



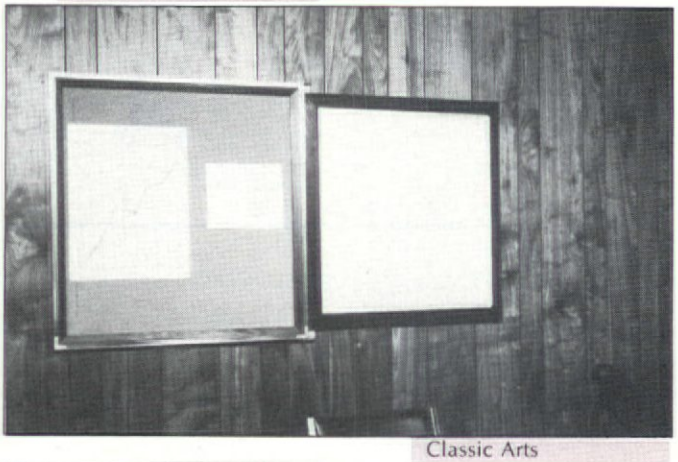
Koch & Lowy



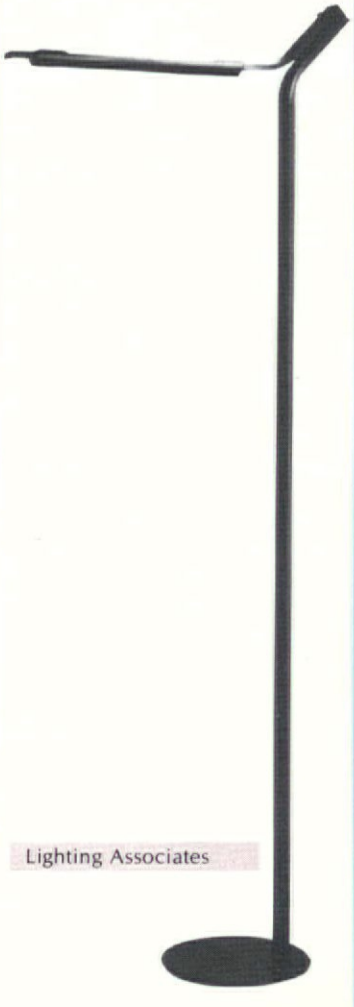
Howard Miller



Patterson, Flynn & Martin



Classic Arts



Lighting Associates



Merrill Chase



Tulip

FLOORS 12 13

neocon12

FIVE-YEAR WEAR WARRANTY CARRIED ON CONTRACT CARPETS



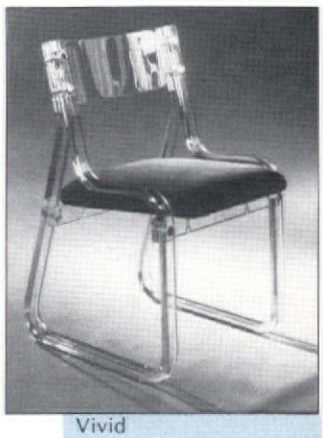
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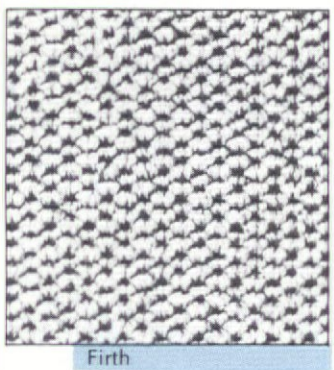
Cosco



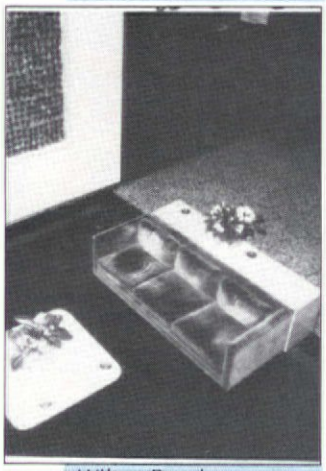
Medallion



Vivid



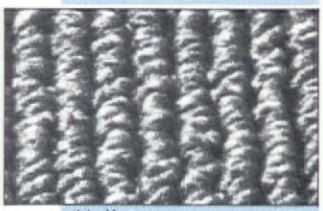
Firth



Wilton Royal

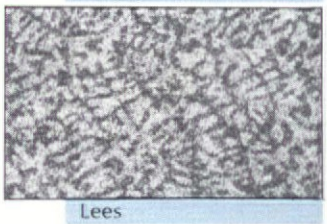


Verde

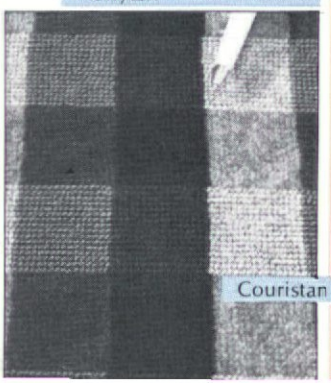


Hollytex

FLOORS 15 TO 18



Lees



Couristan

Tropitone, Space 1719, Skoros sunchaise has extra-wide lacings for full support and comfort. *Circle No. 366.*

Cosco, Space 1680. Bright colors, tubular steel, and an extra wide stance gives high-tech look to drafting stool. *Circle No. 367.*

Vivid, Space 1600. Side or dining chair is manufactured of cast acrylic and molded to fit body contours. *Circle No. 368.*

Medallion, Space 1735. Vinyl seating of cushions of Textiline give weather protection to aluminum-framed Pembroke by Leisureworks division. *Circle No. 369.*

Verde, Space 1645. Gracie Fret mixes angular and medallion forms in a 14½-in repeat, available in custom colors. *Circle No. 370.*

Firth, Space 1821. The velvet weave, bulky loop of Outlook 80 is made of anti-static, continuous filament Zeflon 500 nylon by Badische. It has a 5-year wear warranty, comes in 12 colors. At NEOCON: John DeLuca, mgr./national commercial sales. *Circle No. 371.*

Wilton Royal, Space 1870D. Regency Hyatt Hotel, Chicago, was installed with about 1,000 sq. yd. of pattern 24/5090 with a two-color border. The nine-row axminster is 80/wool, 20/nylon. *Circle No. 372.*

Hollytex, Space 1858. Abaris is tufted of DuPont's Antron III, producing a blend of crimp and lusters, in 14 colors, with five-year wear warranty. *Circle No. 373.*

Lees, Space 1814. Both 6000mm carpet tiles and 6- and 12-ft. widths in broadloom are available for Reception, a heavy-duty contract carpet made of Antron III pile yarns. *Circle No. 374.*

Couristan, Space 1880. Monte Carlo, a checkerboard cut-and-loop made of Badische's Zefran acrylic/nylon/anti-static fiber, has been performance certified to retain 90% of pile fiber for five years. *Circle No. 375.*

NEOCON 12

OUTDOOR LINES RESIST WEATHER

La-Z-Boy, Space 1698. There is also a low-back version of the diamond-tufted C92061 desk chair that is standard with a wood base and shepherd antique-bronze casters. Choice of walnut and oak finishes. *Circle No. 376.*

Gold Medal, Space 1696. Mojave chair comes two ways: heavy-duty canvas covers alone, as shown, or with soft cushions over covers. Select hardwoods are used for chairs and matching Mojave game table. *Circle No. 377.*

Franklin Picture, Space 1559. This is one of four botanical prints that measure 28 by 26-in. each including the one-inch silver or gold aluminum molding under glass. *Circle No. 378.*

Hekman, Circle 1747. Hotel guestrooms can accommodate a TV set within this armoire that has a swivel shelf. Four drawers are incorporated in the lower half. Armoire comes in cherry solids and Yewood veneer. *Circle No. 379.*

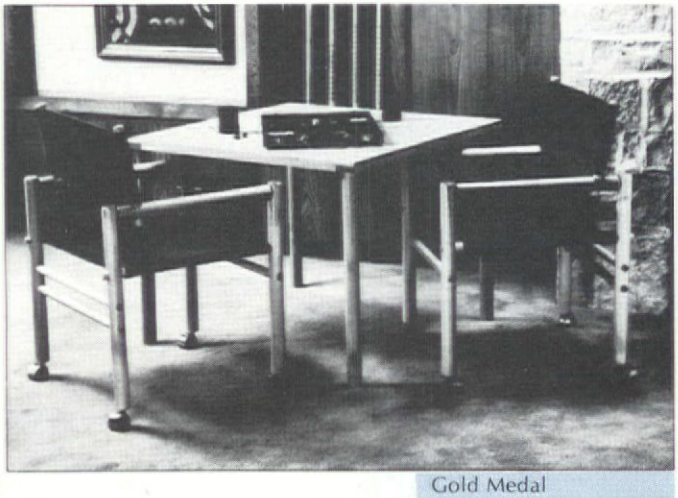
Woodard, Space 1766. On the sprawling front porch of the Grand Hotel on Mackinac Island, is Ionian collection of wrought iron outdoor furniture. Ionian's nest tables, ottomans, coffee tables, and settees, plus lounges and chairs are offered in 21 finishes, 12 strap colors. *Circle No. 380.*

Brown Jordan, Space 1663. Colby II outdoor furniture has a lacy look, and it folds to 6 inches. Designed by Don Colby, the chair and footrest, plus a dining chair, have tubular aluminum frames. *Circle No. 381.*

Patcraft, Space 1815. Embassy, made of Badische's 70% acrylic/30% nylon, is the first running line from the new LCL tufting machine which produces a "unique woven appearance." *Circle No. 382.*



La-Z-Boy



Gold Medal



Franklin Picture



Hekman



Woodard

FLOORS 15 TO 18

Mohawk, Space 1858. Round Town is tufted of Monsanto's Ultron Third Generation nylon, heat-set for texture retention. The thick, dense low-pile plush commercial carpet has a five-year wear guarantee. *Circle No. 383.*

Brintons, Space 1829. Sheraton Waikiki Hotel in Hawaii (shown) has a boldly patterned carpet made in England. Among other installations: White House, Camp David, United Nations HQ. *Circle No. 384.*

J.P. Stevens, Space 1866. There are 25 colors in Plaza Suite, a shimmering saxony with a pinpoint texture. The dense pile is of DuPont Antron III nylon that is heat-set for texture retention and guaranteed wear-resistance. *Circle No. 385.*

Milliken, Space 1825. Among patterned carpets in the Interiors Collection is Callistro, in a basketweave pattern for commercial areas. The look of wool comes from the Anso NaturaLuster nylon. *Circle No. 386.*

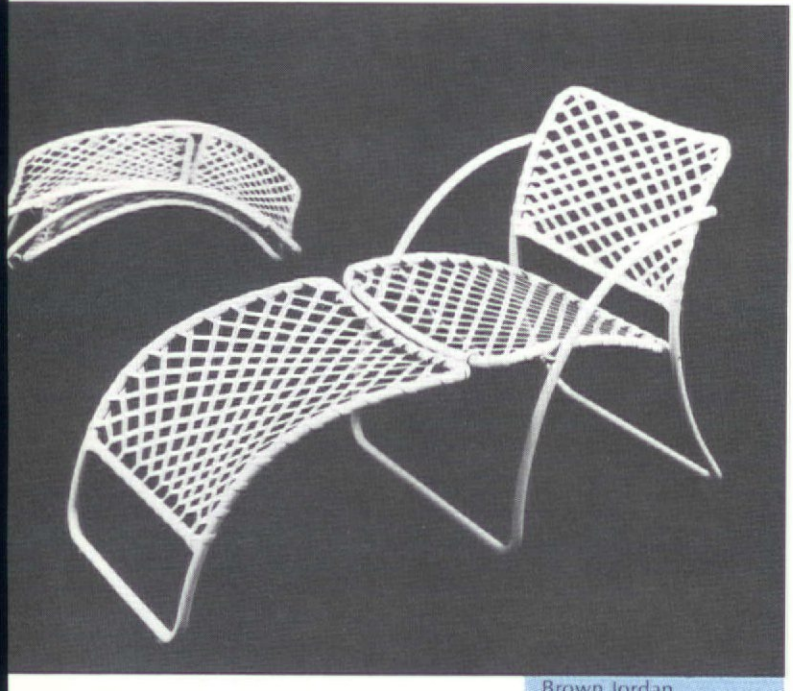
Rubbermaid, Space 1474B. Form 1000, a full line of desk accessories, come in a rich range of high-gloss colors—black, brown, rust, sand, green. Legal or letter size trays have strong snap-fit risers to support heavy loads. *Circle No. 387.*

Hickory, Space 1620. Country French Provence writing table has long curved legs and a distinctive diamond-paned parquet top. *Circle No. 388.*

Terra, Space 1626. John Caldwell designed this modular wall unit with such components as chest, cabinet, adjustable shelf, desk. *Circle No. 389.*

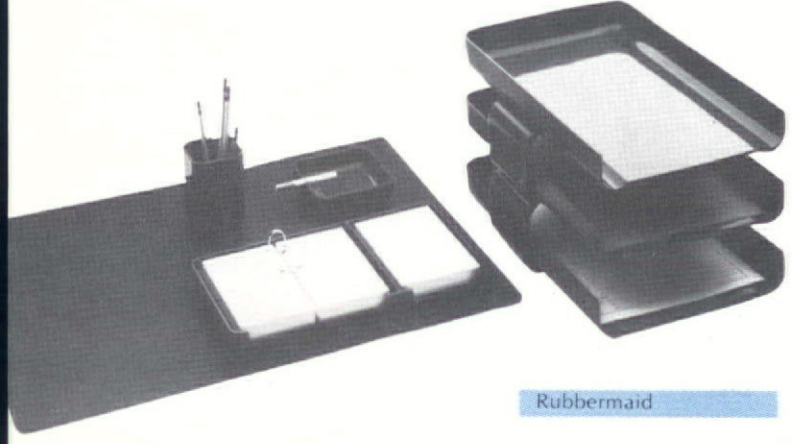
Jamestown Lounge, Space 1754. Not illustrated: Feudal Oak is the name of a total office line from desk to matching wall units in various sizes, all with moldings and intricate carvings in solid oak. *Circle No. 391.*

British Carpet Mfrs. Assn. Space 1869A-B. Not illustrated: Representatives from British carpet companies will attend NEOCON in this showroom where their samples will be displayed. Among companies are: Abingdon Carpets; Blackwood, Morton & Sons; Broadloom Carpets; Carpets from London; Carpets Intl USA; Carpets of Worth; Forfar Carpets; Homfray Carpets; Steeles Carpets; Tomkinsons Carpets; Wilton Royal. *Circle No. 390.*



Brown Jordan





Rubbermaid



Hickory



Terra

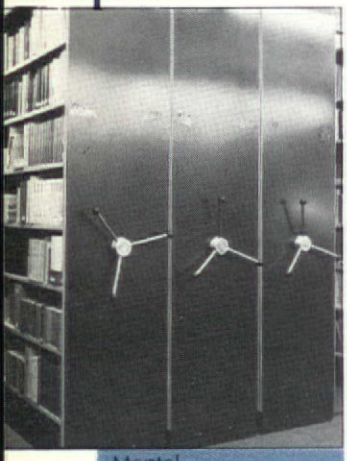
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D.S. Brown



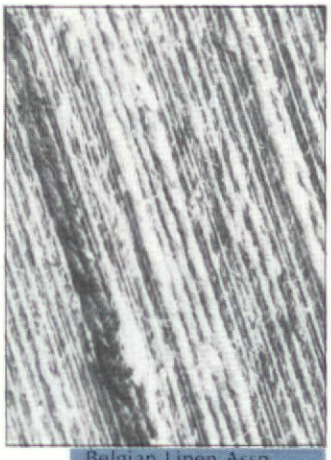
Marks Intl.



Montel



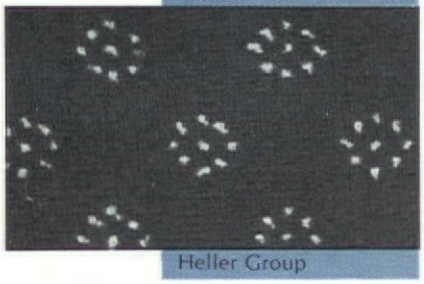
Xception



Belgian Linen Assn.



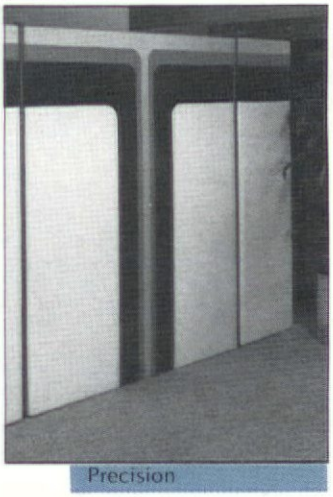
Gunnar Schwartz



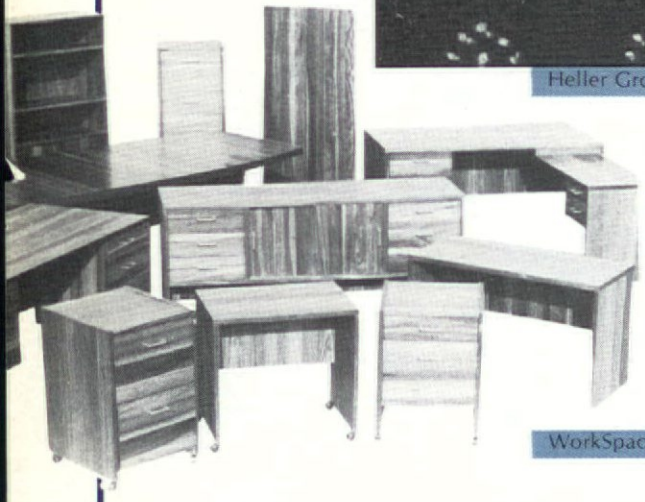
Heller Group



Labofa



Precision



WorkSpace

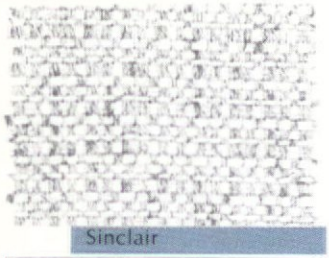


Plantier

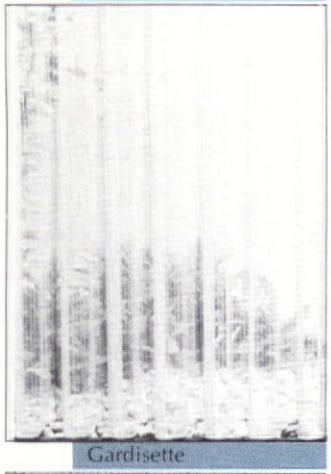


EXPO CENTER

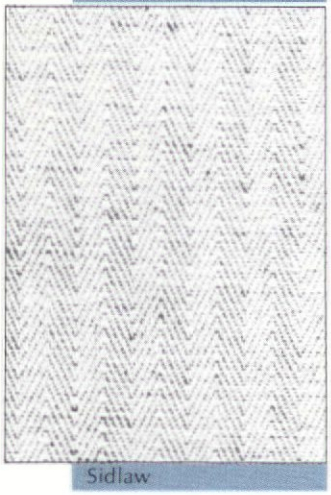
INTERNATIONAL DISPLAYS FOCUS ON NEW FURNITURE FORMS AND FABRIC DESIGNS



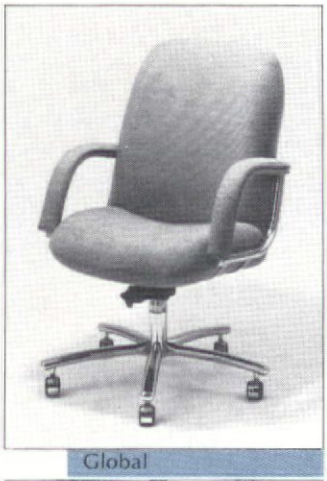
Sinclair



Gardisette



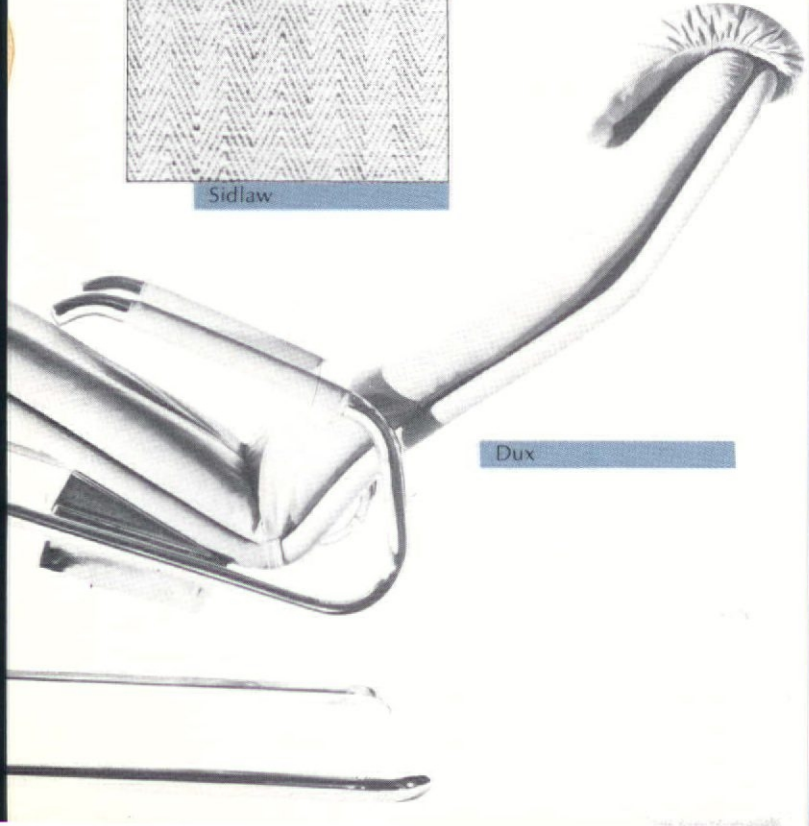
Sidlaw



Global



Spinneybeck



Dux

D.S. Brown, Space 444. Healthcare furniture has corrective support cushions that can be rearranged according to patient needs. *Circle No. 392.*

Marks Intl., Space 510. A full collection of Oriental wool rugs are stocked in 20 sizes, 200 pattern designs. *Circle No. 393.*

Montel, Space 129/229. Mobilex storage system operates electrically, mechanically, or manually and increases storage capacity by 80%. *Circle No. 395.*

Xception, Space 129/229. Bookcases to match lateral files come in oak and walnut in two heights. Options: open or hinged door. *Circle No. 396.*

Belgian Linen Assn., Space 226. A selection of Belgian linen wallcoverings woven of unusual nubby yarns or warp-lays includes L.E. Carpenter's warp-lay blending 62/Belgian linen, 22/viscose, 16/polypropylene. Pauline Delli-Carpini and Lynn Sanders will show all lines. *Circle No. 397.*

Gunnar Schwartz, Space 107. Ergonomically constructed French import has a spring back support, five-star base, and optional footring for tellers, draftsmen. *Circle No. 394.*

WorkSpace Intl., Space 119. A tough polyurethane finish protects the exotic hardwood veneers of the Brava modular office furniture group. Shipped KD, it assembles easily. *Circle No. 398.*

Heller Group, Space 437. An in-stock collection by Hugh Mackay & Co. includes a number of small-scale patterned velvet-pile Axminsters woven of Timbrelle nylon. *Circle No. 399.*

Labofa, Space 219. Also with a five-star base, drafting chair comes in oak or teak finish, has height adjustment and hooded casters. *Circle No. 400.*

Precision Mfg., Space 129/229. Silk-screened designs, such as Geo Stripe, graphically covers open plan dividers. Other designs will be shown by Harry J. Lazare. *Circle No. 401.*

Plantier, Space 439. White or brown planters are self-watering and many have recessed casters for mobility. *Circle No. 402.*

Sinclair Wallcovering & Fabric, Space 500. Horizon, of Antron and nylon, brings a canvaslike textured fabric for upholstery and wallcovering. Stripes, solids, weaves in 13 colors. *Circle No. 403.*

Global, Space 606. Audition series of molded urethane foam seats and backs, designed by Greg Gabourie, has five-prong base, hooded casters, steel arm supports. *Circle No. 404.*

Gardisette, Space 137. Vertical lines in light brown contrast with white horizontal lines in a flame-retardant polyester casement, 71-in. and 100-in., by the yard or with Gardisette Pleating System. *Circle No. 405.*

Spinneybeck, Space 123. Samples of fine European leathers with specially developed colors and finishes will be displayed. Questions answered by the Manchees: Charles (president), Philip, Stephen, Michael; plus Robert Hood. *Circle No. 406.*

Sidlaw of Scotland, Space 224. Among 60 natural jute and linen fabric wallcoverings is handsome herringbone. *Circle No. 407.*

Dux, Space 227. Kenneth Bergenblad of Sweden designed Cicero with a graceful chrome frame that moves easily into other positions with a friction bracket. *Circle No. 408.*

DFI/Systems, Space 135. Not illustrated: This company builds turnkey computer systems for planner/designer and corporate clients. Included: hardware, software, installation, and training. James R. Boyce, president, will be at NEOCON to answer questions. *Circle No. 409.*

Elite Interiors, Space 129/229. Not illustrated: Contour executive office line is based on a continuous contour that flows around each piece in an uninterrupted line. In five choice woods. *Circle No. 410.*

Securit, Space 445. Not illustrated: Executive office furniture series produced in select Brazilian hardwoods. *Circle No. 424.*

SPACES & FACES

neocon12



FLOOR 6

EXHIBITOR	SPACE
Architective V Furn.	617
Armstrong	6-118A
Bergamo Fabrics	6-136
Bloomcraft Fabrics	6-118A
Louis Bowen	611
Brunschwig & Fils	6-168
Charleston Corp.	6-116
Charter House Design	6-117
CrofterCraft	6-128
Croydon Fabrics	6-118
David & Dash, Inc.	6-113
Decorators Walk	622
Jack Denst Designs	6-117
Design-Technics	633
Directional	6-121
Donghia Inc.	610
Dunbar	633
Durawall, Inc.	6-140
Dylan Carpet, Inc.	6-127
Edward Fields, Inc.	635
J.B. Flynn	6-135
Franciscan Fabrics	622
Greeff Fabrics, Inc.	6-125
Gretchen Bellinger	610
Harmony Carpets	6-127
Heron Intl. Studios	621
S.M. Hexter Co.	6-136
J. Josephson	6-128
Katzenbach & Warren	6-118A
Bill Keliehor	6-117
Virginia Kemper & Assoc.	6-127
Kittinger Co.	6-158
Kirk Brummel	629
Boris Kroll Fabrics	626
Jack Lenor Larsen	6-140
Leaf Designs	600
Lee/Jofa	6-140
Loewenstein	621
Robert Long Lighting	621
Karl Mann	633, 6-117
McCordi Corp.	6-128
Metropolitan Furniture	621
Bob Mitchell Designs	6-148
Patterson-Piazza	622
Norman Perry, Inc.	6-130
Probber, Harvey	638
Romweber Co.	6-166
Scalamandre, Inc.	627
F. Schumacher & Co.	6-133
Scope Furniture	627
Scott, Isabel Fabrics Corp.	624
James Seeman	6-128
Stauffer Chemical Co.	6-134
C.W. Stockwell	622
Stroheim & Romann	6-148
John Stuart International	617
Thybony Wallcoverings Co.	6-128
Turner, Ltd.	600
Albert Van Luit & Co.	6-135
Viking Oak	6-166
V'Soske, Inc.	6-127
Warner Co.	6-134
Webb Textiles	622
Helen Webber	621
John Widdicomb Co.	6-187
Willow & Reed	6-130
Winfield Design Assoc.	6-117
Lee L. Woodard	628

FLOOR 9

EXHIBITOR	SPACE
Abitare	903
Accent Institutional	9-102
Accessories For Offices	968
Affiliated Craftsmen	968
Airborne Arconas	903
Ambiant	903
American Seating Co.	964
Anton Maix Fabrics	9-113
Atelier Intl. Ltd.	9-100
B&B America	950
Baker Furniture/Contract	917
Baker, Knapp & Tubbs	917
Ward Bennett Collection	953
Bowater Carpets U.S.A.	999
Brayton International, Inc.	939
L. Paul Brayton Ltd.	939
Brickel Associates, Inc.	953
Brueton Ind. Contract	946
Buzan Collection, Inc.	903
Carpets Intl. Georgia Inc.	999
Winer Caruso & Associates	968
Casa de Onyx	903
Cohama Specifier Contract Fabrics	910A
Condi/Pacific Furn.	995
Contract Products Group	980
Conwed Corp.	929
Coral of Chicago	986
Cramer Industries, Inc.	984
Cumberland Furniture	9-113
Customodule/Structural Concept	900
Dapco Industries	968
Dar-ran Desks	902
Dependable Furniture Mfg.	968
Duk-It	922A
Fixtures Mfg. Corp.	936
G F Business Equip., Inc.	916
Gift Craft Leather Co.	997
Graphilia	968
Gregson Furniture Ind.	997
Hardwood House, Inc.	993
Haworth/Chicago	976
Haworth, Inc.	976
Helikon Furniture Co., Inc.	962
Hesco Div. Hesston Corp.	968
Hoover Universal	9-102
I C F, Inc.	945
Interface Flooring Systems	999
Interior Crafts Contract	980
Interiors International Ltd.	934
Jo Mead Designs	936
Joerns Furniture Co.	964
Kimball Office Furniture	970
Lazarus Fabrics	900
J.M. Lynne	980
Marden Mfg., Inc.	936
Markoff Fitzgerald Assoc.	996
McDonald Products	922A
Herman Miller, Inc.	920
Newton Furniture	936
Nexa Seating, Inc.	968
Nightingale Ind.	939
OSI	997
Omni Div./Hoover	9-102
Pacific Furn. Mfg. Co.	995
Patrician Furniture Co.	902
Pennsylvania Wilton	999
Peter Pepper Products	996
Plante Company	996
Precision Mfg.	9-113
Quayle Carpets Ltd.	999
Raphael Fabrics	960
Edward Axel Roffman	958
Rohm International, Inc.	999
Rudd Contract	9-113
Samdahl Scott Shore, Ltd.	999
Scandiline Industries, Inc.	9-112
Scott Carpet Mills	999
Selaco, Inc.	999
Smith Metal Arts Co.	915A
Stendig International	950
Stow/Davis	909
Storwal Intl.	901
Structural Concepts Corp.	900
Sunar, Inc.	988
Supreme Equip.	967
Techniques in Wood	996
Tecno Collection, Inc.	9-100
TSAO Designs	939
Tuohy Furniture	900
Unika-Vaev Fabrics	945
Unlimited	9-102
Virco Mfg. Corp.	932
Virtue of Calif.	932
Visualidea Center	9-102
Vogel-Peterson Co.	930
Westinghouse ASD	906
Paul Wieland Inc.	999
Wolf Gordon Vinyls, Inc.	999

FLOOR 10

EXHIBITOR	SPACE
Acoustical Screens	1014
Acme Quilting Co., Inc.	10-152
Aladdin Mills	10-144
Alfred E. Siegel	1042
Allied Chemical	10-118
American Enka/Akzona	1055
Antique Collection	1079
Artopex, Ltd.	1000
Arts Limited Inc.	1015
B.P.C.	1040A
Badische Corp.	1049B
Baroque Collection	1079
Barrett Carpet	1048A
Barwick Mills	10-132A
Bates Fabrics, Inc.	10-116
Biarritz Collection	1079
Bibb Company	10-165
Blue Ridge Carpet Mills	1082
Boling Co.	1043
Bombay Collection	1079
Built Rite Folding Prod.	1067A
Business Accessories, Inc.	1000
Cadence, Inc.	10-152
Cado/Royal System	1080
Calais Collection	1079
Cameo Collection	1079
Cannon Mills	10-136
Cartwright, Inc.	1014
Century Plastics	1040A
Chatham Blankets, Inc.	10-124
Chicago Quilt	10-150
Cloisters Collection	1079
Collins & Aikman	10-149
Colonnade Carpets	10-149
Color Shop Inc.	1000
Commercialon Carpet	10-164
Consolidated Burris	1042
Continental Contract	1042
Croydon Furniture Systems	1038
Cumberland Furniture	1081
Cumberland Mills, Inc.	1054B
Curtis Products Ltd.	1067A
Customills	10-146
Discovery Concepts	1035
Dundee Mills, Inc.	10-110
E.I. DuPont	1097
J. Marvin Int.	1079
Egan Visual	1000
Eligere Carpets	10-149
Emco, Inc.	1015
Ernst Associates	1000
Executive Carpet Mills	1054B
Galaxy Carpet Mills	10-135
Gayeski Furniture	1000
Gift Craft Leather	1014
Giroflex	1035
Glass Form	1040A
Hag USA	1052
Haskell of Pittsburgh	10-167
Hauserman, Inc.	1012
Hermanson/Coyne	1011
Hermitage Collection	1079
Horizon Carpets	1086



Horizon Ind., Inc. 1086
Imperial Carpet Mills ... 1052
Indiana Chair Co. 1045
Indiana Desk Co. 1045
J & J Industries 10-164
Jasper Office Furn. 1015
Jofco 1015
Jorges Carpet 1089A
Keepsake-United Carpets 10-103
Kwik File Corp. 1000
Lackawanna Leather Co. 1043A
Leathercraft, Inc. 1043A
Lotus Collection 1079
Louisville Bedding Co. . 1090
M & M Carpet Mills ... 10-114
Maharam Fabrics 1054
Mastercraft 10-115
Masterpiece 10-115
Metalstand Co. 1039
Ming Collection 1079
Mirage Collection 1079
Modern Mode 1057
Monarch Carpet Mills 10-132B
Monsanto Textile Div. 10-156
Mosque Collection 1079
Mueller Furniture 1011
Murphy Mfg. Co. 1044
Norton Associates 1035
Nucraft Furniture 1015
Office Furniture 1045
Olde Days 1079
Packard Ind. 1054A
Panel Concepts 1046
Pleion Corp. 1042
Porter Carpet Mills 1056
Porto Collection 1079
Pouliot Designs 1067A
Porter Carpet Mills 1056
Quartet 1044
Queen Carpet Corp. 1081
Reff Corp. 1000
Roma Collection 1079
Rosemount 10-167
Royal Systems, Inc. 1080
Salem Carpet Mills 10-111
Samsonite Contract 1044
Samsonite Designer Line 1000
Saporiti 1000
Spring Mills, Inc. 1092
Steelcase, Inc. 1032
Stratton Ind. 1050
Superior Chaircraft 1045
Taylor Chair Co. 1015
Terra Collection 1079
Witt Co. 1044
Trend Carpet/W.W.G. 10-155
Tribal Arts Collection .. 1079
Turkestan Collection 1079
Villa Carpet Mills, Inc. . 1091
Votanek & Assoc. 1015
Wamsutta Mills, Inc. 1040
Westchester Collection 1079
Westin-Nielsen 1000
Whiting Mfg. & Sales .. 10-150
Williams-East, Inc. 1052
Wood Design, Inc. 1011
Wool Bureau, Inc. 1088
World Carpets, Inc. 10-133
Young/Patterson Group 1038
Zeflon/Zefran Fibers 1049B
Zenith Carpets 1060

FLOOR 11

EXHIBITOR SPACE
Acme Natl. Refrigeration 1123A
Adden Furniture 11-112A
All-Steel, Inc. 1177
Alma Desk Co. 1140
American of Martinsville 1146
Amtab Mfg. Co. 1149
Armstrong 1123A
Artemide Collection ... 1150
Ben Rose, Inc. 11-123
Berco Industries 11-122
Bertolini Seating 11-122
Beylerian Ltd. 1198
Bianco 11-122
Browne-Morse 11-117A
Buckstaff Co. 1119
Built-Rite Folding 11-122
Claud Bunyard Design . 1149
Burlington 11-118
Cal Mar Ind. 1149
Cambria Chair Inc. 11-122
Carolina Seating Co. .. 11-124
L.E. Carpenter, & Co. .. 1189
Castelli Furniture, Inc. 1150
Chairmasters, Inc. 11-122
Charlotte Chair Co. 1149
Chromcraft Corp. 1131
Cole Div. Litton 1148
Contemporary Mica ... 1149
Continental Refrigerator 11-122
Contract Furnishings Council 1190
Contract Industries 1149
Corry Jamestown/HON 1126
Costa Mesa Furniture . 11-112
Coventry Hse. 11-124
Curricula 11-124
Davis Furniture Ind. . 11-116A
Design Tex, Inc. 1174
Designer's View 1149
Domore Office Furn. .. 1194
Duo Bed 11-111
Ebco Ebenreiter 1149
Elliott Williams Co. ... 11-122
Emco 1109
Empire State Chair 1149
Esselte Pendaflex 1191
Eurotex, Inc. 11-121
Factory Agencies 11-122
Falcon Products 1192
Frederick Duckloe 1149
Gasser Chair Co. 1149
Globe Business Furniture 1124
Gunlocke Co, Inc. 11-114
H.D. Associates 11-112A
Hager Desk 11-112A
Harter Corp. 1129
Haws Corp. 1194
Health Care 11-124
Hiebert, Inc. 1144
William Hodges/Falcon 1192
Howard Davenport ... 11-112A
Howe Furniture Corp. . 1158
Howell 1187
Hunt Country Furn. 1149
Insinger Machine Co .. 11-122
InterRoyal Corp. 1123
J.G. Furniture Co. 11-118
Jansko, Inc. 1149
Jasper Desk 112A
Johnson Industries 1149
KT Furniture 11-101
Knoll International 1111
Krueger 1184
Lehigh/Leopold 1147
Litton Business Systems 1147
Living Walls 1167
Harry Lunstead 1167
Madison Furniture 1166
Maxim Lighting 1123A
Meridian Inc. 11-117A
Mitchell Design 1189
Monarch Furniture ... 1120-21
Myrtle Desk Co. 1162
Nemschoff Chairs 1193
Neo-Ray Lighting 1149
Norman Bates Inc. 1126
R-Way Furniture 1100
Risom Furniture 11-112
Ben Rose Inc. 11-123
Rose Mfg. Co. 11-117A
Roxter Corp. 1123A
Sanitary Scale Co. 11-122
Seating Products Ind. . 11-122
Shangra Lite 1123A
Shelby Williams Ind. . 11-111
Simmons/Thonet 11-100
Steelcase, Inc. 1118
T.&S. Brass & Bronze Works 11-122
Thayer Coggin 1173
Thonet 11-100
Trim-Track 1149
Vecta Contract Co. 1168



neocon12

Vicrtex Sales Div.	1189
Walsh & Simmons	11-122
Westwood Accord	11-124
Richard Winter Assoc.	1149
Woodsmiths	11-122

FLOOR 12

EXHIBITOR	SPACE
A.V. Mazzega	12-105
Robert Abbey, Inc.	1274
Accents in Brass Inc.	1271
Alex Stuart Design	1246
Alsy Mfg., Contract Div.	1292
Architectural Textiles USA	1234A
Architex	1234A
Avanti by Dux	1234
Barwick Clocks Div.	1277
Boyd Lighting	1226
Carleton-V, Inc.	1253
Contempo Concepts	1230
D.S. Gallery	1218
Samuel L. Dinkelspiel	1219A
Dux of Sweden	1234
Ello Furn. Mfg. Co.	12-105
Equipto	1234
Executive Office Furn./ Mount Airy	1240
Kayson Lighting	1286
Keller Collection	1229
Koch & Lowy	1245
Laurel Lamp Mfg. Co.	1262
Leathercraft, Inc.	1264
Lighting Associates	1253
Lightolier, Inc.	1266
McClure Furniture Ind.	1209
McInnis & Co.	1292
Merrill Chase Galleries	1281
Meyer-Gunther-Martini	1230
Howard Miller Clock	1277
Molla	1228
Morrison	1226
Nessen Lamps	1224A
Olympus Graphics	1253
P.D.G. Furniture Ind.	1292
Pace Collection, Inc.	1248
Patterson, Flynn & Martin	1226
Ph. Enfield Designs	1253
Pouliot Designs	1272
Rosecore Carpets	1253
Saporiti Italia	1209
Sarreid, Ltd.	1219
Stage III by Simmons	1234
Stark Carpet Corp.	1270
Sunset/Walter Kidde Co.	12-100
Tech Furniture	1209
Topcrafter Ltd.	1286
Transart Industries	1292
Trouvailles, Inc.	1221
Tulip, Inc.	1209
Vanguard Studios, Inc.	1246
Victorian D'light	1294
Wicker Works	1253

FLOOR 13

EXHIBITOR	SPACE
Armstrong Cork Co.	13-127
Azrock Floor Products	13-115
Belgotex Carpet Co.	13-167
Carson Pirie Scott	13-127
Congoleum Corp.	13-100
Coronet Carpets	13-174
Coronet Industries	13-174
Country Floors	1309
Dayco Floor Covering	13-122
Dec-Art Designs	1366
Dellinger, Inc.	1359
Dillon Carpets	1359
DuPont Corian	1303
Dylan Carpets	13-138
Earthly Delights	1309
Fieldcrest	1306
Flintkote Flooring Co.	13-126
Floor Products	13-118
Formica Counter Tops	1303
Frankel Associates, Inc.	1337
GAF Corp.	13-118
General Felt Ind.	13-150
Hayim & Co., Inc.	13-161
Heritage Carpets	13-174
Heritage International	13-111
Jonas Carpets	13-173
Kentucky Wood Floors	1383
Kirsch Co.	13-136
Lewis Carpet Mills, Inc.	13-185
Ludlow Carpet-Cushion	13-166
Magee Carpet Co.	13-127
Magee Carpets	13-116
Mannington Carpet	13-141
Marglen Industries	13-113
Mid-America Tile	1310
Millerton Mfg, Co., Inc.	1335
Monticello Carpet Mills	13-153
Monticello Contract	13-153
Mountain Rug Mills	1359
National Sponge Cushion	13-150
Norelco Lighting Prod.	1358
Old World Tiles Inc.	1305
Ozite Corp.	13-146
Parliament Carpet & Rug	13-160
Pepperell Carpets/West Point-Pepperell	13-155
Richmond Carpet Mills	13-175
Roxbury Carpet Co.	13-127
Royal Scot	13-127
Sahara Carpet Mills	13-175
St. Mary's/Fieldcrest	1306
Seneca Textile	1378
Seville Draperies	1380
Pearl D. Snyder Assoc.	1365
Stark Carpet	1368
Stead Textile Co., Inc.	1301
Sweetwater Carpet	13-158
Tai Ping, World Wide Looms	13-175
Tempo Asia Carpets	13-111
Tempo International	13-111
Tenex Corp.	13-162
Tilbury Fabrics, Inc.	1346
Unitex Ind., Inc.	1375
Walter Carpets	13-139
Wellco Carpet Corp.	13-141
West Point Pepperell	13-127
John Wolf Textiles/ Cone Mills	1377

FLOORS 14-15

EXHIBITOR	SPACE
Austin Prod., Inc.	1510
Burwood Prod., Co.	1530
Carolina Mirror Corp.	1523
Franklin Picture Co.	1559
Haeger Potteries, Inc.	15-103
London Lamps	1573
Mikasa	1564
New York Graphic Society	1519
Rubbermaid	1474B
Syroco/Div. Dart Inc.	1526
Yorkraft, Inc.	1521

FLOOR 16

EXHIBITOR	SPACE
Architectural Pottery	1628
Bassett	1661
Brown Jordan Co.	1664
Brown Jordan Rattan	1663
CMI-Custom Metals	1628
Calif-Asia	1663
Cosco	1680
Otto Gerdau, Co.	16-116
Gold Medal, Inc.	1696
Hermosa Rattan	1663
Heywood-Wakefield	1650



Hickory Mfg. 1620
Homecrest Industries .. 1659
La-Z-Boy Chair Co. 1698
Lloyd Mfg. Co. 1650
Stylume Div. Brown Jordan 1664
Terra Furniture 1626
Tropi-Cal 1628
Turner Decorative Access./ Nadler Lighting 1647
Verde 1645

FLOOR 17

EXHIBITOR	SPACE
Antel Designs	1794
A. Brandt, Co., Inc.	1737
Brandt Cabinet Works .	1783
Cal-Marble Furn.	1759
General Mica	1717
Hale Co.	1744
Hekman Furniture	1747
Hickory Chair Co.	1718
Jamestown Lounge Co..	1754
Jasper Cabinet Co.	1780
Meadowcraft	17-105
Medallion Leisure Furn.	1753
Molla, Inc.	1752
Samsonite/Contract Furn.	17-103
Schafer	1781
Spectra Galleries	1785
Tropitone Furniture	1719
Englander Co.	1722
Wesley Allen Brass Bed	1761
Williams Furniture/ Georgia Pacific	17-102
Lee L. Woodard, Sons .	1766

FLOOR 18

EXHIBITOR	SPACE
Abingdon Carpets Ltd.	1869A&B
Alexander Smith	1819
Atlas Carpet Mills	1822A
Ballindean	1869A&B
Ben Bower & Associates	1822A
Berven Carpets Corp. ..	1871
Bigelow Rugs & Carpets	1865
Bigelow-Sanford, Inc. .	1865
Blackwood Morton & Sons Ltd.	1869
BMK	1869
Brintons Carpets, USA .	1829
British Carpet Mfrs. Assoc.	1869A&B
Broadloom Carpets Ltd.	1869A&B
Cabin Crafts Carpets & Rugs/ Div. West Point-Pepperell, Inc.	1846
Leon Capel & Sons	1868
Carousel Carpet Mills ..	1832
Carpet Mfg. Co., Ltd.	1869A&B
Carpets From London	1869A&B
Carpets International USA	1869A&B
Carpets of Worth	1869A&B
Charleston Carpets	1868C
Columbus Mills, Inc. ..	1844
Concepts Inter-national	1830
Couri Carpet	1880
Murad Couri, & Co. ...	1880
Couristan	1880
John Crossley, & Sons Ltd.	1869A&B
Customweave Carpets .	1883
Dan River Carpet, Co. .	1840
Downs Carpet Co., Inc.	1853
Dunvegan	1869A,B
Dylan Carpet	1869A,B
Ege Rya Inc.	1882
Firth Carpet	1821
Forfar Carpets Ltd. ..	1869A&B
Gaskell/Broadloom .	1869A&B
Gilt Edge Carpets Ltd.	1869A&B
Gulistan Carpets	1866
Heller Group	1869
Hollytex Carpet Mills	1858-59
Homfrays Carpets Ltd.	1869A&B
Karastan Rug Mills	1873
Kosset Carpets Ltd. .	1869A&B
Landmark Enterprises .	1822A
Langhorne Carpet Co. .	1822A
Lees Carpets	1814
Marrakesh	1869A,B
C. H. Masland & Sons .	1878
Milliken Carpets	1825
Misco-Shawnee, Inc. ..	1855
Mohawk/Mohasco Carpet	1855
Morocco	1869A,B
Nelson, Hugh-Columbia Carpet Mills, Inc. ...	1881
New Medina	1869A,B
Omalon Carpet Foundation	1869
Patcraft Mills, Inc.	1815
Philadelphia Carpet Co.	1800
Robin Enterprises	1870C
Savanna	1869A,B
Shaw Industries	1800
Simmons Co.	1870
Steeles Carpets Ltd. ..	1869A,B
J.P. Stevens & Co.	1866
Tomkinsons Carpets Ltd.	1869A,B
Trans-Ocean Import Co.	1817
U.E.B. Bremworth	1822A
Unico Carpet Co.	1822A
United States Carpet ...	1880
Valley Tufting Co.	1815
Wilton Royal Carpet ...	1870D
Wunda Weve Carpet ..	1840

EXPO CENTER

EXHIBITOR	SPACE
American Intl. Tile	204
Belgian Linen Assoc. ...	226
Biltrite	129/229
D.S. Brown	444
Curtis Products Ltd.	508
DFI/Systems	135
Decabois	129/229
Dux Interiors	227
Elite Interiors	129/229
Emilsider Meccanica ...	319
Eurosit U.S.A., Modern Tube	107
Exotique	129/229
Functional Office Furniture/ Labofa	219
Fupoflex Sitzmobel Fabric ...	111/113, 210/212
Gardisette U.S.A.	137
Global Upholstery ...	606-608
Government of Quebec	129/229
Hafner Fabrics	129/229
Heller Group	437
Hong	444
Lamin-Art	103
Laminart Barcelona	127
Hugh Mackay & Co. Ltd.	437
Manu Chair of Canada ..	222
Mark's Intl. Oriental Rugs & Carpets	510-512
Martin Instru-ment	111/113, 210/212
Midland Ross	439
Montel	129/229
Norwegian Textile Council	217
Precision Mfg.	129/229
Raynor Marketing	222
Reiss Oriental Carpets ..	443
Gunnar Schwartz Assoc.	107
Securit	444
Sidlaw of Scotland	224
Sinclair Wallcovering & Fabric	500
Sonotrol Systems	125
Spinneybeck Enterprises	123
Tintawn Carpets	206
Victoria Carpets	206
Westnofa USA	115-214
Work Space Intl.	119
Xception Design	129/229



Exhibitor's Mart/Chicago

LARGEST CROWDS YET EXPECTED AT CONTRACT SOURCE

Continuing with its contract regeneration program, the Exhibitor's Mart/Chicago expects to draw even larger numbers during NEOCON XII this year. With last year's vitality still intact, the mart is expanding its efforts to draw a consistent flow of people.

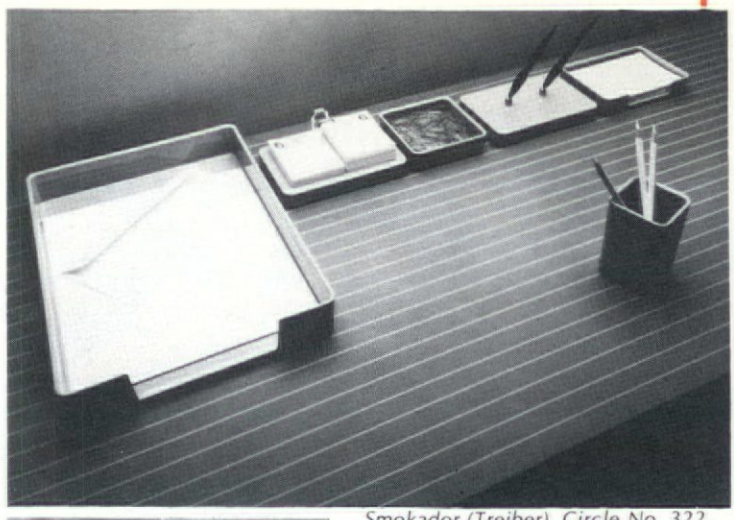
Upgrading the building has been accomplished by a joint effort of the building owner, Daniel Comroe, and the tenants themselves. While last year there lurked beneath the mart a less-than-savory disco, this year that space houses a new and well-attended restaurant, Brannigan's. Diners have their choice of dining inside at tables or booths, or, during clement months, outside on a newly expanded terrace overlooking the Chicago River.

The Exhibitor's Mart Association, which is composed of a group of building tenants, was recently resurrected after lying dormant for about a year and a half. The Association generates traffic for the building, thus attracting potential buyers to the wide array of mostly contract and some residential sources within the Mart's varied showrooms.

Eight floors of showrooms are contained in the building, with diversified manufacturers representing a good mixture of products. Included are: contract furniture lines, upholstered furniture, fabrics, lighting, designers, art, and much more.

Sponsored by the Exhibitor's Mart Association, a progressive cocktail party will be held during NEOCON. It will start with people viewing various showrooms and end up on the terrace of Brannigan's restaurant in the lower level of the building.

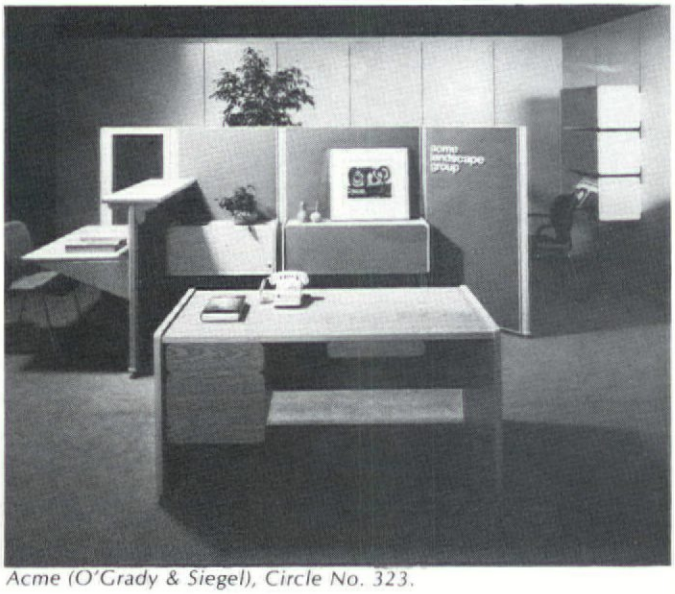
Drawing consistent traffic is the goal of the Exhibitor's Mart. A blanket mailing of more than 10,000 leaflets were sent out this year by the Association, inviting architects, designers, specifiers, and buyers to visit the mart as a viable contract source. Located directly across from the Merchandise Mart, the Exhibitor's Mart is a convenient and compact contract source that should be visited.



Smokador (Treiber), Circle No. 322.



O'Grady *Siegel*

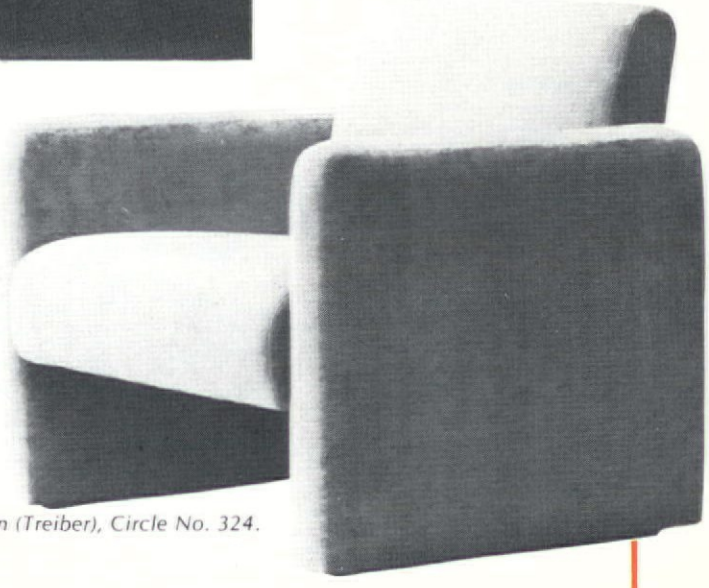


Acme (O'Grady & Siegel), Circle No. 323.

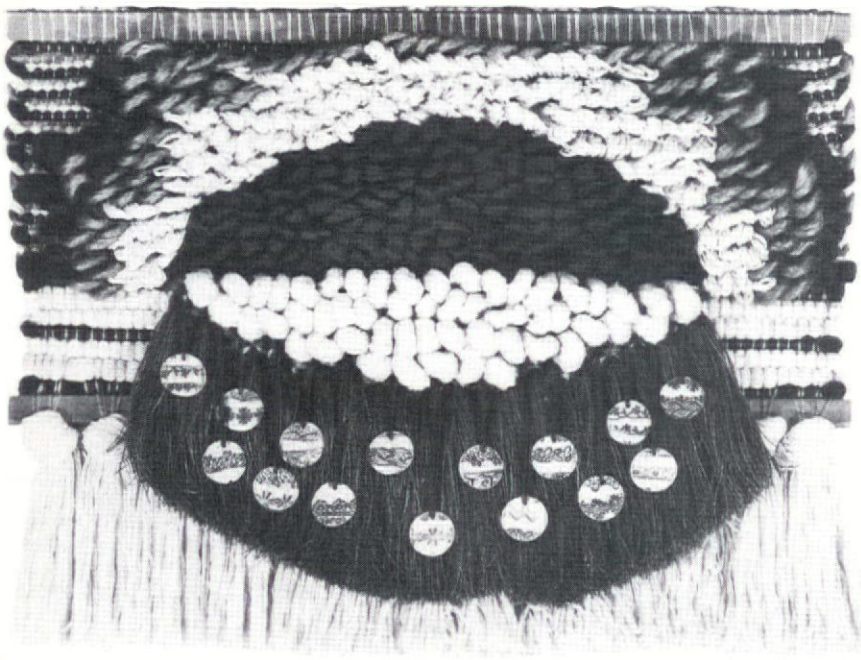


Treiber

O'Grady & Siegel Associates will be showing **Acme Landscape Group**'s current introduction, Raceway I, an approved pre-wired electrical raceway which is available on all Acme systems. Landscape Group (shown) is composed of an oak laminate desk and fabric acoustical panels set in an aluminum frame. Aside from its landscape systems, Acme also manufactures movable ceiling-



Worden (Treiber), Circle No. 324.

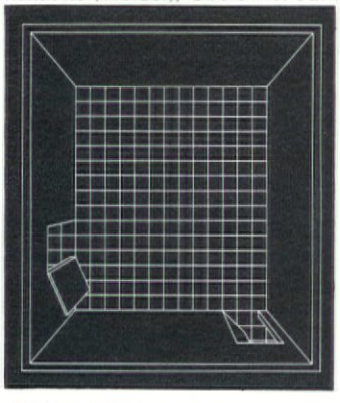


Arras (Starr), Circle No. 325.



Executive Office Concepts (Treiber), Circle No. 326

Kwik File (Treiber), Circle No. 327.



high partitions, metal doors, frames, and metal stampings for lighting fixtures. New to the Exhibitor's Mart, O'Grady & Siegel will celebrate its grand opening with cocktails at 5:00 p.m., Wednesday, June 11.

Modu Plus, from **Smokador**, is an accessory group especially designed for the 24 in. and 30 in. workstations. Units are of uniform depth and are available in 10 plastic colors and in both mirror chrome and painted steel. Formed plywood end frame assemblies and table supports in 21-ply material with oak face are key features in **Worden's** new BW Series of lounge seating and occasional tables. Also,



Starr *Friedland*

Worden's new FA Series features a fully upholstered padded arm chair, lounge chair, settee, and sofa. Both Smokodor and Worden can be seen at **Al Treiber Associates.**

Also at Al Treiber is **Executive Office Concepts,** exhibiting at NEOCON for the first time. EOC will be highlighting its collection of contract desks, tables, and seating with its Woodside and Lennit series of office furniture. Clerical, conference, and executive seating (shown) are offered in a wide choice of finishes and fabrics. Caster models feature welded penti-pedistal bases. Attending for EOC will be R.L. Sinclair, president.

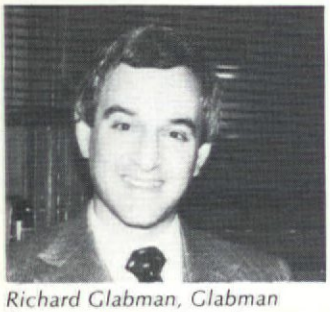
To be introduced from **Kwik-File** are brand-new knock-down models of its Organizer and Officemaker metal furniture lines. On-site assembly is fast and based on a metal-to-metal fastening technique requiring no screws, bolts, or special tools. KD models, when set up, are as rigid as already assembled models. On hand at Al Treiber's to explain new models will be Roger Howe, vice president of sales and marketing.

New on the American market is the **FAB** line of crystal bath accessories from Italy, shown at **Europa Bath Boutique. FIR of Italy,** also at Europa, will have its design line of faucets manufactured with American parts for ease of servicing.

At **Richard W. Muller** is a fine array of custom imported upholstery fabrics, woven wall hangings, and drapery materials. Wool and flame-resistant fibers are used in drapery materials, and the finest quality of

EXHIBITOR'S MART/CHICAGO

Imported fabrics, new raceways, KD lines, and art are part of Mart offerings



Richard Glabman, Glabman Paramount, president of Exhibitor's Mart Association.



Artisan (Starr), Circle No. 328.

imported Greenland wool for upholstery. **Avon** (shown) is a color coordinated upholstery group consisting of a plain fabric, a stripe, and a plaid with a 9-in. repeat. Base color is a light natural and colored bands are either blue, apricot, or orange.

Two standard lines plus a custom line of tapestries are offered from **Arras.** Weaves range from the closely woven to the loosely woven Vespers (shown). A high-back swivel posture chair (shown), a lo-back swivel posture chair, and a side chair are from **Artisan Seating International.** Both Arras and Artisan Seating, as well as wall units and laminated plastic tables from a variety of other manufacturers, can be seen at **Della Starr Associates.**

Graphics, murals, tapestries, sculpture, photography, and much more can be seen at **Collector's Showroom**, where a selection of artists of international reputation provides resources for the contract specifier and designer. A special program aimed at the corporate collector offers guidance, in-depth reviews, and installation.

System Seating, at **Peter Buckstaff,** is a four-year-old company specializing in custom work for both casegoods and upholstered furniture. Shown, System Seating's Cylinders and Drum Recessed Base.

Design Galleries has been in business for more than 23 years in its present location at the Exhibitor's Mart, says Mitchell Weisner, president. More than 10,000 feet of display and 2,000-plus fixtures are available to the professional buyer. These are displayed in various sellings to better acquaint the specifier with the variety of products offered. One section, for example, is devoted to outdoor HID lighting, while another shows only track lighting. Shown: **Camer Glass.**

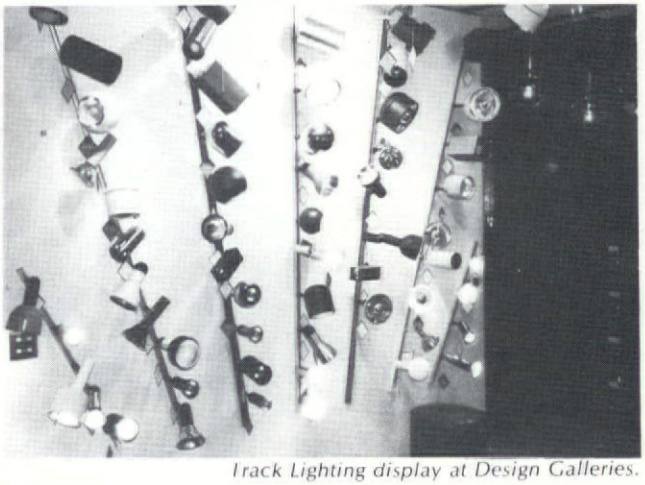
Corporate Art Source, another new showroom to the Exhibitor's Mart this year, guides the NEOCON visitor through well-lit, crisply displayed galleries. Art work is shown on white partitions and given plenty of space so as not to distract the eye.

What follows is a listing of the rep showrooms and a partial listing of firms whose products are displayed:

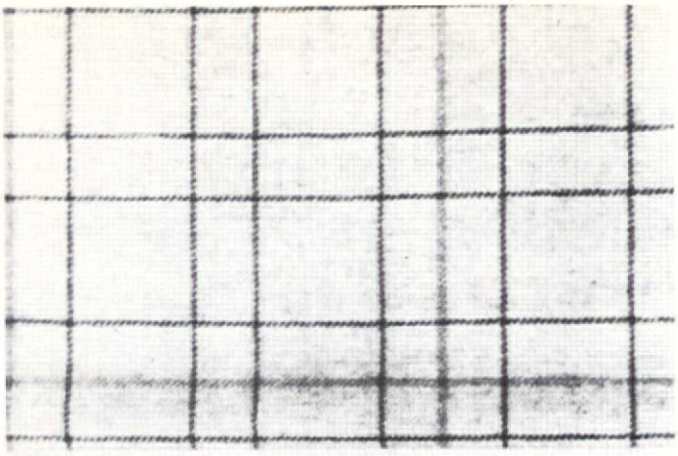
1 South, Brad Laycock & Associates: Aurora Steel; Spacesaver Systems; Hoosier Desk; Kobi Open Plan System; Interior Sources; August, Inc.

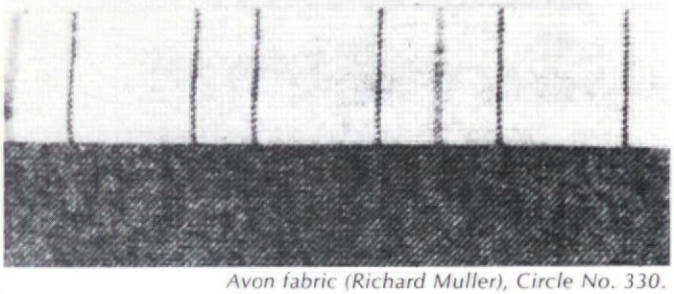


Camer (Design Galleries). Circle No. 329.

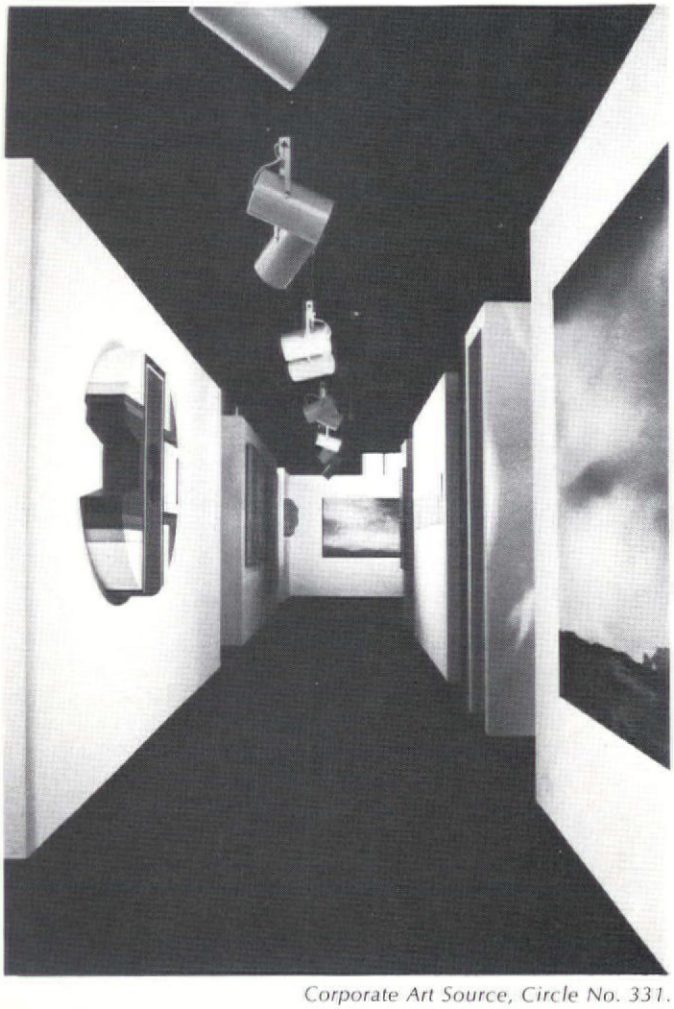


Track Lighting display at Design Galleries.





Avon fabric (Richard Muller), Circle No. 330.



Corporate Art Source, Circle No. 331.



System Seating (Buckstaff), Circle No. 332.

1 North, Roche Bobois: Felice Rossi; Acerbis; Turri; Poltranova; full line of imported European furniture for contract and residential application.

2 South, Richard Muller & Associates: Ben Blaa Fabrik; C. Olesen; Madge Friedman; Ellen Siegel; Nautishade; Gabriel; Richard W. Muller Fabrics.

2 South, Al Trieber Associates: Emeco Industries; Executive Office Concepts; Smokador; Vogel-Peterson; Andrew Wilson; Worden.

2 North, Jack Prisant & Associates: Eck Adams; Marnay Sales; Meilink Steel Safes; Hoosier Desks.

2 North, Peter Buckstaff: Bright Chair; L&B Products; F.W. Lombard; Modern Contract Furniture; System Seating; Victory Booth Seating.

4 South, Della Starr Associates: Artisan Seating; Arras Tapestries; Barrier Co.; Olsen Phipps; Carodan/PS Wall System; Open Office Products; Redco; Tree-Barn; Tropicraft.

4 North, Corporate Art Source: Susan Gall; Adrienne Leslie; Stephen Thurston; Paula Mattson; Gordon House; Paul Hedrich; Stephen Winer. Complete representation of painting, weavings, sculpture.

5 South, Glabman/Paramount: Glabman Paramount Upholstered Furniture.

5 North, Collectors' Showroom: Multi-Media Art Forms; Robert Four Aubusson Tapestries; a full collection of graphics, paintings, sculpture, weavings, murals, and ceramics.

Comroe *Weisner*





Howe *Sinclair*

6 South, Cupps of Chicago: Original oil paintings, comtemporary and traditional.

6 North, Campbell Custom Craft: Caseworks; Collectors Imports; Contemporary American Furniture; Expanko; Kneedler-Fauchere; Lanz Industrie-Technik.

7 South, Europa Bath Boutique: Cesame of Italy; FAB Crystal Accessories; FIR of Italy.

7-B, Chicago Status Gallery: Photographic art on canvas.

7 North, O'Grady & Siegel Associates: Acme Landscape; Office Specialties; Manade; Messin; Paul Evans Designs; AGI Industries.

8 North, Design Galleries: A&G Machinery; Acme Lanterns; Architectural Area Lighting, Camer Glass; Forum; Feldman; Habitat; Hadco; Metropolitan Lighting; Morrison Lighting; Sonneman; Staff Lighting; Sternberg Lanterns; Studio Lighting; Weiss & Biheller; Winona. □



Around Chicago . . .

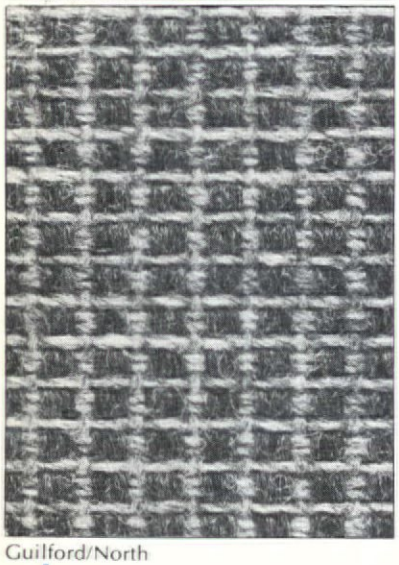
NEW DIRECTIONS SET FOR LAMINATES, URETHANES

Chicago in June will be the crossroads of the contract world, with showrooms outside of the Merchandise Mart and Exhibitors Mart also gearing themselves for the influx of designer/specifiers. In addition, several firms are planning special presentations in hotel meeting/conference rooms where their lines will be displayed. Here is a capsule briefing of what can be seen:

Guilford/North will introduce a textured panel fabric at the Hyatt Regency. Called Bhurba PR, its range of soft-heather tones coordinate with the company's Screenscape panel fabrics; 66-in. wide for panels and 54-in. for upholstery and wallcoverings. Hosts: Jerry Harrison, VP/marketing; Lynda Namias, marketing rep. *Circle No. 411.*

Harrison *Namias*





Guilford/North

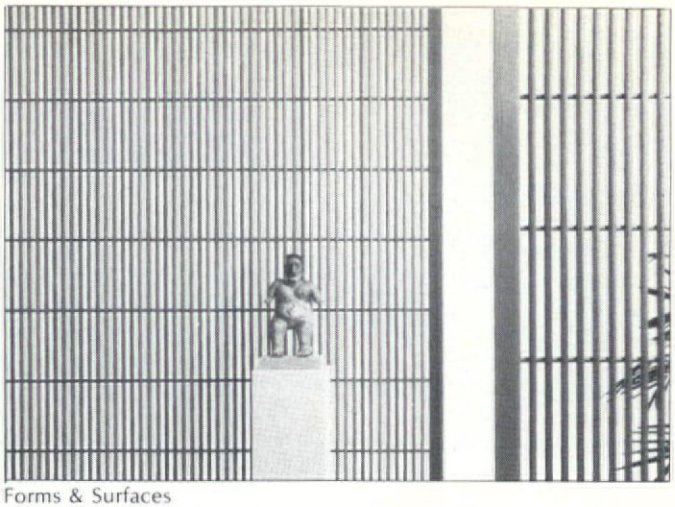
Forms & Surfaces, at the Shogun showroom, 444 N. Orlean St., across the street from the Merchandise Mart, will introduce Dowelok, newest of its Grilles product group. The wood grille room divider can also be used on walls and ceilings. *Circle No. 412.*

Mira X will introduce two new contract carpets, Contract VI (cross-hatch) and Contract V (pindot). Dual colorways span deep, rich hues to naturals and neutrals. Made of DuPont Antron III, they will be introduced by Palle Lorentzen, Mira X president, at Milo Bloch showroom, 415 N. LaSalle. *Circle No. 413.*

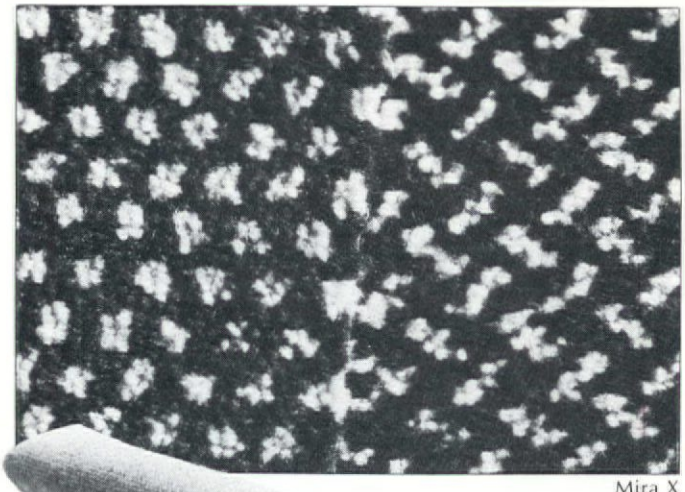
Schafer Bros. at Office Suites, Inc., 359 N. Wells: Paul Schafer will introduce Rotary Tilt chair, designed by James Whitney Design. There's also a low-back version. *Circle No. 414.*

Intrex, at Milo E. Bloch, 415 N. LaSalle, will feature the new Katonah Wall Storage System, designed by Paul Mayen. Sales mgr. Lee Stinchcomb will show all possible variations. *Circle No. 415.*

Habitat's display at Milo Bloch showroom will include Paul Mayen-designed portable Ambient Lighting that stands 72-inches tall, uses mercury vapor low-wattage lamp, an emergency incandescent lamp is built in for instantaneous light when switch is turned on. When mercury vapor lamp warms up, the incandescent goes out. For



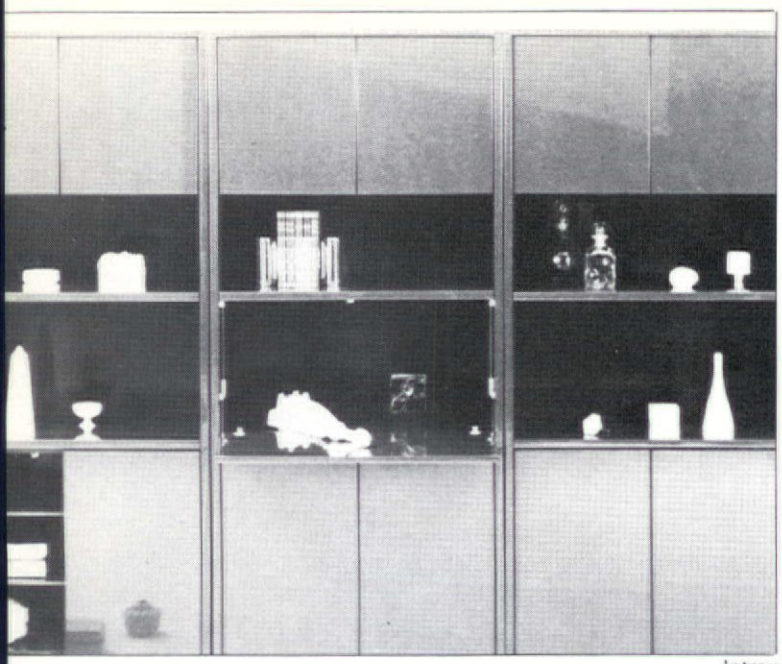
Forms & Surfaces



Mira X



Schafer



Intrex

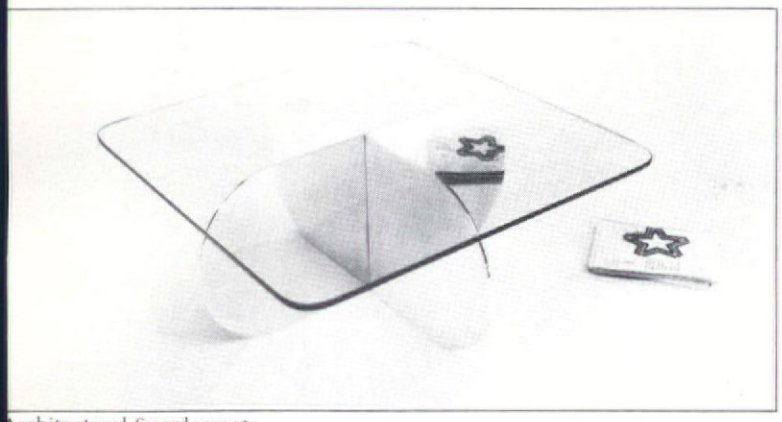


Habitat

Habitat: Dom D'Amato, sales mgr. *Circle No. 416.*

Architectural Supplements will show Paul Mayen's occasional table with base of heavy gauge metal plates in polished chrome finish. At Milo Bloch showroom, Joni Dell, sales mgr., will give details on sizes. Also attending NEOCON will be Paul Mayen, president, and Aldo Radoczy, VP, of the related firms of Intrex, Habitat, Architectural Supplements. *Circle No. 417.*

Formica will introduce a new concept in decorative laminates with its Design Concepts line. Example: Graph, a small grid designed by Barbara Ross and Barbara Schwartz, has thin lines



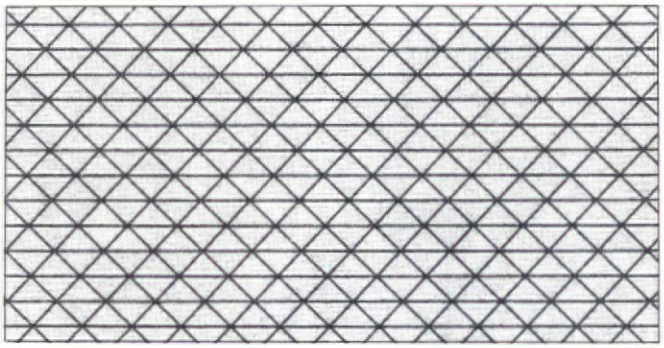
Architectural Supplements

Mayen *Stinchcomb*

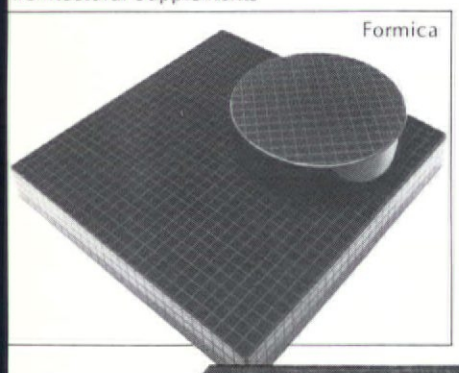


Dell *Radoczy*

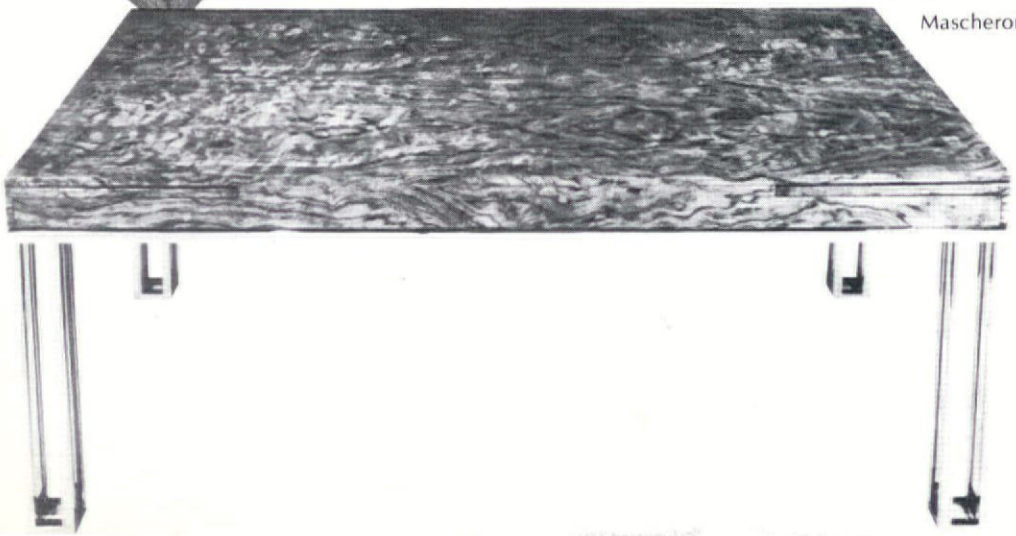
Gilford



Formica



Mascheroni



set 5mm apart on a high-gloss background. The full collection will be displayed at Marriott Hotel during NEOCON. *Circle No. 418.*

Gilford Inc., at Prouty Designs, 444 N. LaSalle, introduces Luxurethane, a handsome line of urethane fabrics for upholstery and wallcovering. One of four patterns is Duplex. *Circle No. 419.*

John Mascheroni Signature Collection, at John Strauss Showroom, 160 E. Erie, will include a new executive dining table of luxurious Kevazinga veneer and cluster legs of stainless steel. Two leaves extend the table to 118 inches. *Circle No. 420.*

Design/Craft, 420 N. Orleans, will introduce five 118-in. wide sheers and casements (not shown) made of Trevira and woven in Switzerland exclusively for the company. *Circle No. 421.* □

150th ANNIVERSARY: THONET HIGHLIGHTS FIVE CLASSIC PERIODS

"The real miracle performed by Michael Thonet was to solve what remains industry's greatest problem—the marriage of the craftsman and the machine. Thonet achieved this without in any way intruding on either's productive ability. His was one of the earliest ventures into mass production and he approached it with such sensitivity and feeling that the esthetic contribution was enhanced."—Henry Dreyfuss

The marriage lauded above has not only been successful, but it has also been a long one. It spans an unprecedented 150 years with designs of such universality that passage of time serves only to elevate them to the true meaning of classic.

Starting with Michael Thonet himself, the names of designers and their achievements constitute an elite roster: Cafe Daum Chair, 1850. Bentwood Rocker, 1860. Corbusier Chair, 1870. Vienna Cafe Chair, 1876. Breuer Cantilever Chair, 1928. Breuer Wassily Chair, 1925. Mies van der Rohe Cantilever Chair, 1927.

This tradition of excellence gave birth when Michael Thonet, a master cabinetmaker and inventive designer, started his own firm in 1830. His experiments in new techniques led to the process of making molded plywood furniture out of wood veneer strips. He brought his five sons into the business in 1853, and that year marks Thonet's first U.S. showroom in New York.

In 1938, Leopold Pilzer bought out minority interest of the Thonet family and move the company to the U.S. Within the past few years, Thonet and its parent company, Simmons, were acquired by Gulf & Western.

Continuing its leadership in design, Thonet through its New Design Program brings an added vitality to its lines by such contemporary designers as Bob Aronowitz, Bernie Katzanek, Don Petitt, Rud Thygesen and Johnny Sorensen, Joe Russo, Ric Sonder, Bob DeFuccio, David Rowland.

On these pages is a pictorial synopsis of an exhibit marking five major periods in celebration of Thonet's 150th Anniversary. □

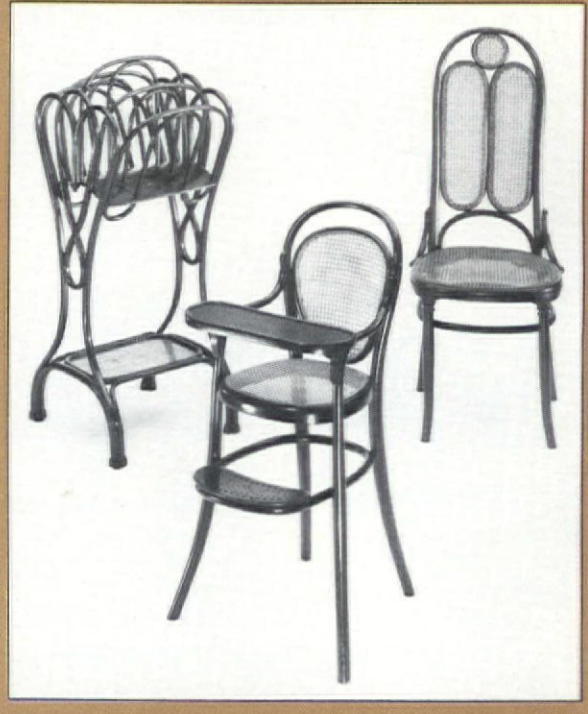
EARLY BENTWOOD PERIOD 1830-1871

Left: **Cafe Daum Chair, designed by Michael Thonet, 1850. First Thonet chair used in a commercial establishment.**

Foreground: **Empire/Biedermeier Chair, designed by Michael Thonet, 1836. First laminated veneer chair.**

Right: **Thonet's most successful model, designed by Michael Thonet, 1859.**





LATER BENTWOOD PERIOD 1871-1929

Left: **Sheet Music Stand, designed by Gebruder Thonet.**

Foreground: **Child's High Chair, designed by Gebruder Thonet.**

Right: **Bentwood Chair, designed by Gebruder Thonet.**



VIENNA MODERNE PERIOD 1897-1914

Left: **Fledermaus Cafe Chair, designed by Josef Hoffmann, 1905.**

Right rear: **Hoffmann Bentwood Chair, designed by Josef Hoffmann, 1929.**



THONET TODAY PERIOD 1938-1980

Sof-Tech Stack Chair, designed by David Rowland, 1979.



TUBULAR STEEL PERIOD 1925-1938

Left rear: **MR Chair, designed by Mies van der Rohe, 1927. First tubular steel cantilever chair.**

Center: **Breuer Side Chair, designed by Marcel Breuer, 1928.**

Right rear: **Lorenz Chair, designed by Anton Lorenz, 1929.**



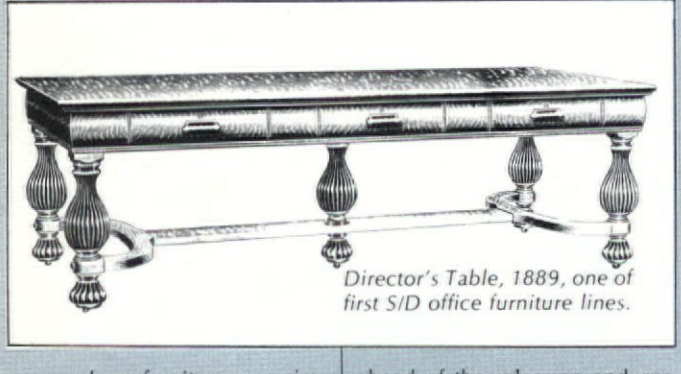
Michael Thonet and sons.

100th ANNIVERSARY: STOW/DAVIS TRACES INDUSTRY GROWTH

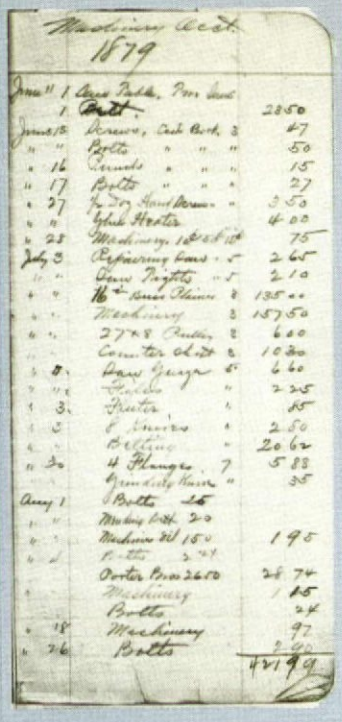
During its heyday as furniture capital of the U.S., Grand Rapids was home of the country's leading furniture manufacturers. Many of these companies have perished, while others have been absorbed by conglomerates as the industry shifted to other parts of the country. One of the few firms that has survived—and prospered—is Stow/Davis, which celebrates its 100th anniversary this year. Like the few remaining companies in Grand Rapids, Stow/Davis owes its long reign to the tradition of maintaining quality during transition periods. Tracing the history of the company also becomes a chronicle of the birth and maturation of the contract industry as we know it today. What the industry was like during the early part of this century is vividly, often colorfully, recalled by D.D. Hunting, who started working for the company while he was in high school more than 70 years ago, and who then became a design-sensitive salesman representing S/D for executive office furniture and a metal furniture manufacturer for general office lines. In 1936, D.D. Hunting invested in S/D with other partners, later buying some of their interests. Today, his son, Allen Hunting, president of the firm since 1969, is responding to the needs of the present-day marketplace with appropriate products including an open plan furniture system. Together, D.D. Hunting and Allen Hunting in an informal interview span many topics concerning Stow/Davis and the industry alike. Highlights of this exclusive interview are combined below with photos old and new. Stow/Davis has indeed come a long way since 1880, when Russell J. Stow founded the company, and since 1885, when George A. Davis joined Mr. Stow in partnership.

1908 TABLE DISPLAYS HAD SAWED-OFF LEGS

DDH: While in high school, I worked in the Stow/Davis showroom, where furniture was simply lined up in rows on bare plank floors. One early line of office tables came in five graduated sizes. Starting with the largest at the bottom, the other sizes were stacked on top of it, pyramid style, but with their legs sawed off to about six inches. Can you imagine a display like that today? My job was to go ahead of the salesman and customer and pull the cords of the white globe lights hanging from the showroom ceiling. Everyone wore hats and smoked cigars; there were cuspidors all over the place, and part of my job was to clean them out. As the salesman showed the furniture, he'd slap his hand hard on the table surface to show how sturdy it was. They were heavy, made of solid wood. I never heard a salesman talk of refinements or of functionalism.



Director's Table, 1889, one of first S/D office furniture lines.



Machinery Acct. 1879

June 11	1	Cross Paddle, Pres. Seat	
	1	Butt	2850
June 15		Screws, Cash Book 3	47
" "		Bolts " " "	50
" 16		Pounds " " "	15
" 17		Bolts " " "	27
" 27		1 Dz Hand Screws "	3 50
" "		Iglish Heater	4 00
" 28		Machinery 1st & 15th	75
July 3		Repairing Chairs 5	2 65
" "		Chair Painting " 5	2 10
" "		16" Band Steamer 8	135 00
" "		Machinery 3	157 50
" "		27"x8 Pulley 2	6 00
" "		Counter Shaft 2	10 20
" 8		Saw Gauge 6	6 60
" "		Files "	2 25
" 31		Pivots 1	85
" "		8 Screws 1	2 50
" "		Belting "	20 62
" 30		4 Flanges 7	5 88
		Grindstone Frame "	35
Aug 1		Bolts 25	
" "		Machine Bolts 20	
" "		Machine Bolts 150	1 95
" "		Bolts 2"x4"	
		Porter Bros 2650	28 74
		Machinery	1 85
		Bolts	24
" 18		Machinery	97
" 26		Bolts	2 90
			421 99

1879 COMPANY ASSETS TOTALED LESS THAN $500

AH: As you can see from this ledger page (above), the company started in a small way, with parts and machinery inventory for 1879, in preparation of the opening in 1880, coming to a grand total of $421.99. Our entire operation today is on computer—inventory, billing, status of every order.

HAVE TRUNK, WILL TRAVEL

DDH: Right after market, our salesmen would start out on six-week-long sales trips, as was the habit of all salesmen. We traveled by train with a large steamer-type trunk packed with samples and even scale models. We still have the model of an elegant 1917 roll-top desk (right) for executive offices. All parts—drawers, roll-top—actually work. It was hard to find well designed, well furnished offices then. To sell that idea, we'd rope off a scaled-down area on the prospective customer's desk and arrange the doll-like furniture to show what the office could look like. It was very successful. Stow/Davis, by the way, was the first to introduce the "matched suite"—coordinated desk, table, telephone cabinet, costumer, wastebasket. This was 1915.

EARLY DEALERS WERE STATIONERY STORES

DDH: There were very few recognized office furniture dealers in the early days. Many of our most successful dealers today were originally typewriter salesmen. While some large office furniture companies had their own stores in big cities, we always depended on working with dealers.

AH: Stow/Davis now has a sophisticated network of office furniture dealers throughout the country as well as our own sales organization. We operate out of eleven regional sales offices, some with showrooms. We sell strictly to dealers but we do make presentations. It isn't unusual for us to fly, say, to Houston, make a presentation, and return the same day. A far cry from the six-week trips of the past.

F.L. WRIGHT: "THEN THEY'LL BE CAREFUL"

DDH: I worked with Frank Lloyd Wright on the famous Johnson Wax Building (opposite), 1936-39, for which Stow/Davis in collaboration with several other Grand Rapids companies produced

Roll-top desk, 1917, in office of the Governor of Michigan.



most of the furniture designed by Mr. Wright. One chair for stenographers had three legs—two at the back and one at the front, all on casters. I explained to Mr. Wright that should a stenographer lean over to reach for something, she would lose her balance, fall out of the chair, and land on the floor like a scared rabbit. "Well," said Mr. Wright, "they'll fall once or twice and then they'll be careful!" Obviously, OSHA didn't exist then.

FLW's Johnson Wax, 1936-39.



Photo courtesy Johnson Wax



1960: Architectonic Desk designed by Davis Allen, Skidmore, Owings & Merrill for Bankers Trust

FURNITURE GUILD PROMOTED DESIGN

AH: Right after World War II, there was a push on the designed office by an association called the Executive Furniture Guild. The Guild ran schools on the rudiments of design, teaching dealers how to coordinate colors in paint, rugs and carpets, draperies, upholstery, furniture. It provided dealers with a coordinated package to sell. Ultimately, the Guild outlived its usefulness as the design field gained impetus and matured to its present level.



Allen Hunting (l.) and D.D. Hunting review S/D's 100-year history during exclusive interview in Grand Rapids.

DDH: An important result from the Guild was that we could insist that dealers carry a representative display sample on their floor—a model office with all elements coordinated. Our most successful dealers today started that way. It also marked the beginning of designed displays.

CRAFTSMEN REPLACED BY ENGINEERS

DDH: Stow/Davis built its reputation on superb executive office furniture that required top craftsmanship. Today the quality is still superb, but the method of production is different.

AH: You can't find those fabulous craftsmen any more, so we took craftsmanship out of the shop and put it into the engineering department. There, they write good specs and produce products with good equipment. In the old days, machines didn't always cut straight, so the cabinetmaker had to make up the variances. Twenty years ago, there was not one qualified engineer at S/D. Now we have about 25. This is an old industry; there's nothing really new in it. Glue, screws, materials, machinery—it's what you do with it that counts.

CONTEMPORARY MOVE SPARKED BY SOM DESK

AH: Our entry into contemporary design dates back to the early '60s with two desks. One was called Transitional; the other is the Architectonic Desk (below left), by Davis Allen of Skidmore, Owings & Merrill for a Bankers Trust project. The desk was not only a milestone for S/D but also for desk design in general. It set a new direction, and even today we see many versions of it made by other manufacturers. Our reputation has been built on excellent traditional furniture, and too many people still think of us that way. Actually, only about ten percent of our lines today are traditional.

FROM $300 TO $3,600 FURNITURE PER PERSON

DDH: Companies today are aware that employees work best in comfortable environments with proper acoustics, good lighting, and functional furniture. In the early days, the volume of business in office furniture from a company was, generally, $300 per office employee, for chair, desk, file, wastebasket, etc. Today, that figure is something like $3,600 to $4,500. Price now is less of a hurdle; companies seem to have money but they insist upon having the best.

AH: Furnishings are actually an insignificant part of a company's cost. It comes to about six percent of annual expenditures, with salaries accounting for about 92 percent. But isn't it strange that a person can spend five minutes gulping down a cup of coffee in a $5,000 dining room at home, ride to work in a car that probably costs more than that, and then work eight hours sitting in a $26 posture chair. There's a growing need to be able to measure how the environment affects the employee's well-being and level of productivity.



Paradigm Chair, 1978, designed by Richard Schultz.

FURNITURE WORTH MORE NOW THAN THEN

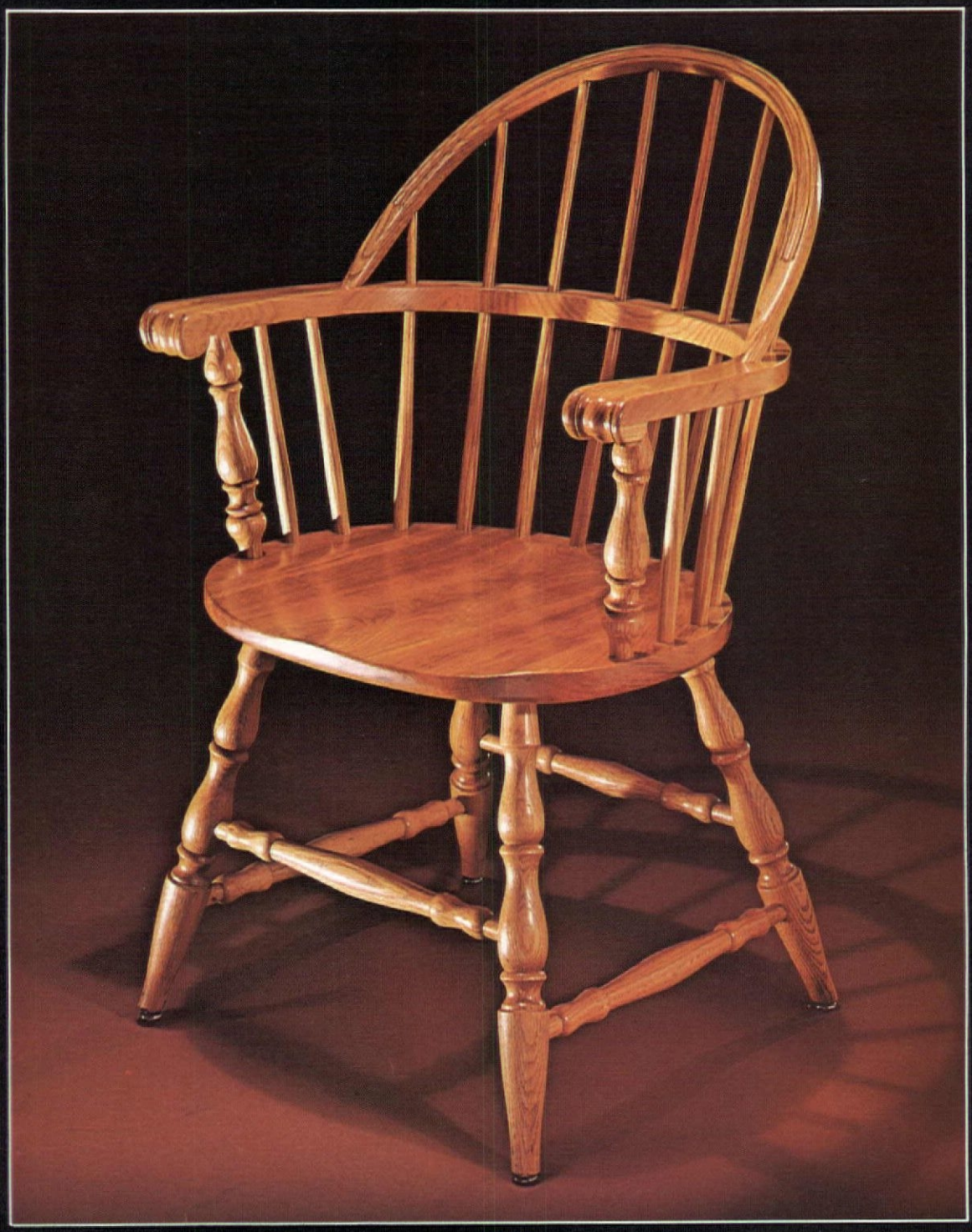
AH: We're one of the few survivors of the day when Grand Rapids was the furniture center of the nation. Those who lowered their prices with cheaper materials have perished. Companies that have done good work consistently, using good materials and charging for it, have been able to survive. I maintain that every piece of Stow/Davis furniture ever sold is worth more today than when originally purchased. That's pretty good! □

Free-Dimensional open-plan system, 1974, designed by Warren Snodgrass, shown in Pennzoil HQ, Houston, by Gensler & Associates.



KRUG

Design 4074A

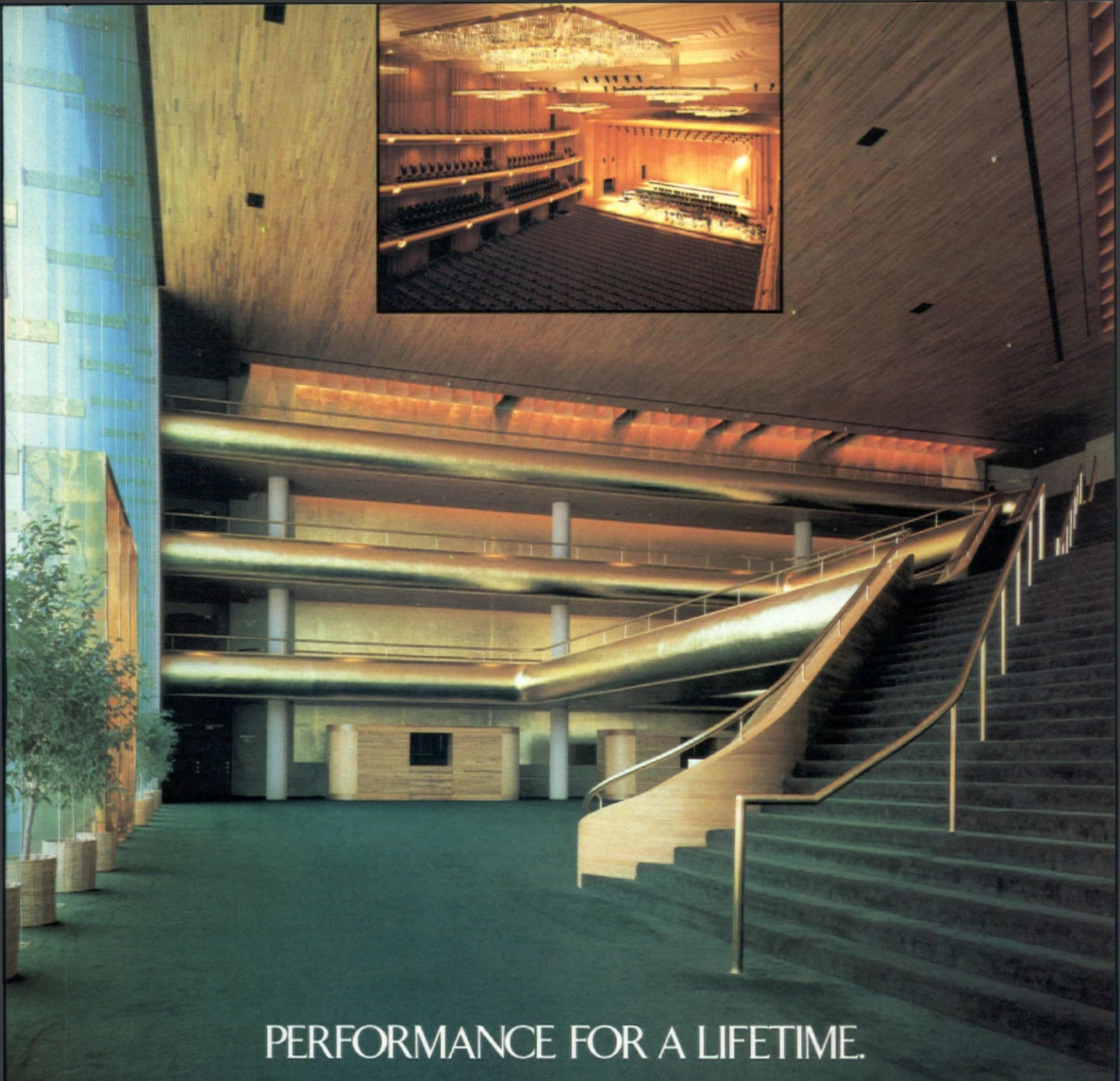


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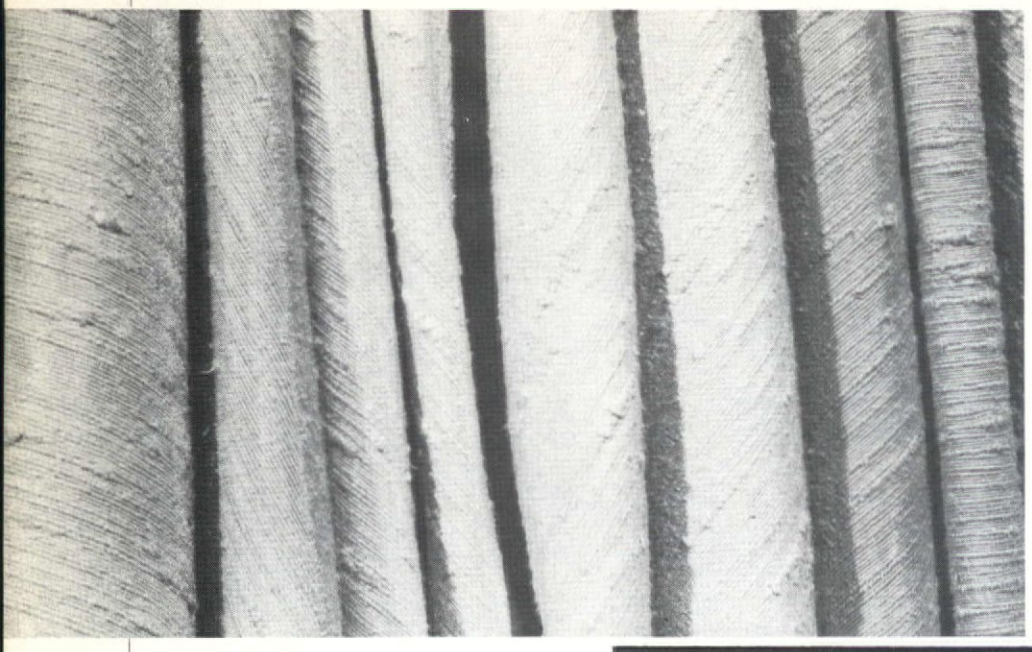


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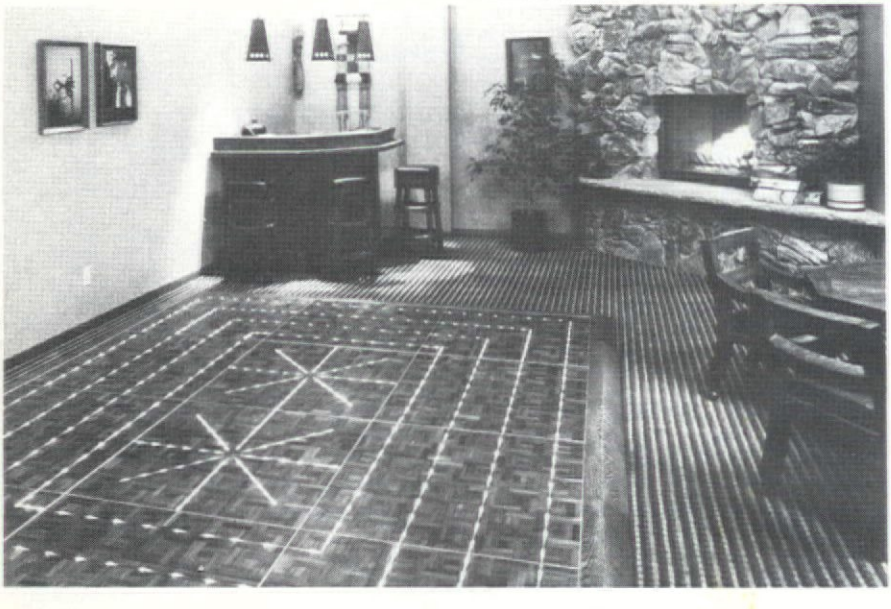
Dacron yarn simulates silk

Ondulé of Dacron is a highly textured, slubbed polyester yarn with the appearance of handwoven Indian raw silk by **Du Pont.** The new yarn, a mix of filament and staple yarns, is the product of six years research. The result is a washable, abrasion-resistant, dimensionally stable fabric with a high resistance to sunlight degradation. Jablan Fabrics will be offering the fabric under the name Shalimar, for use in hotels, restaurants, and showrooms since it meets NFPA 701 for fire-resistance. Shalimar is 48-in. wide and available in 19 colors. **Circle No. 358.**

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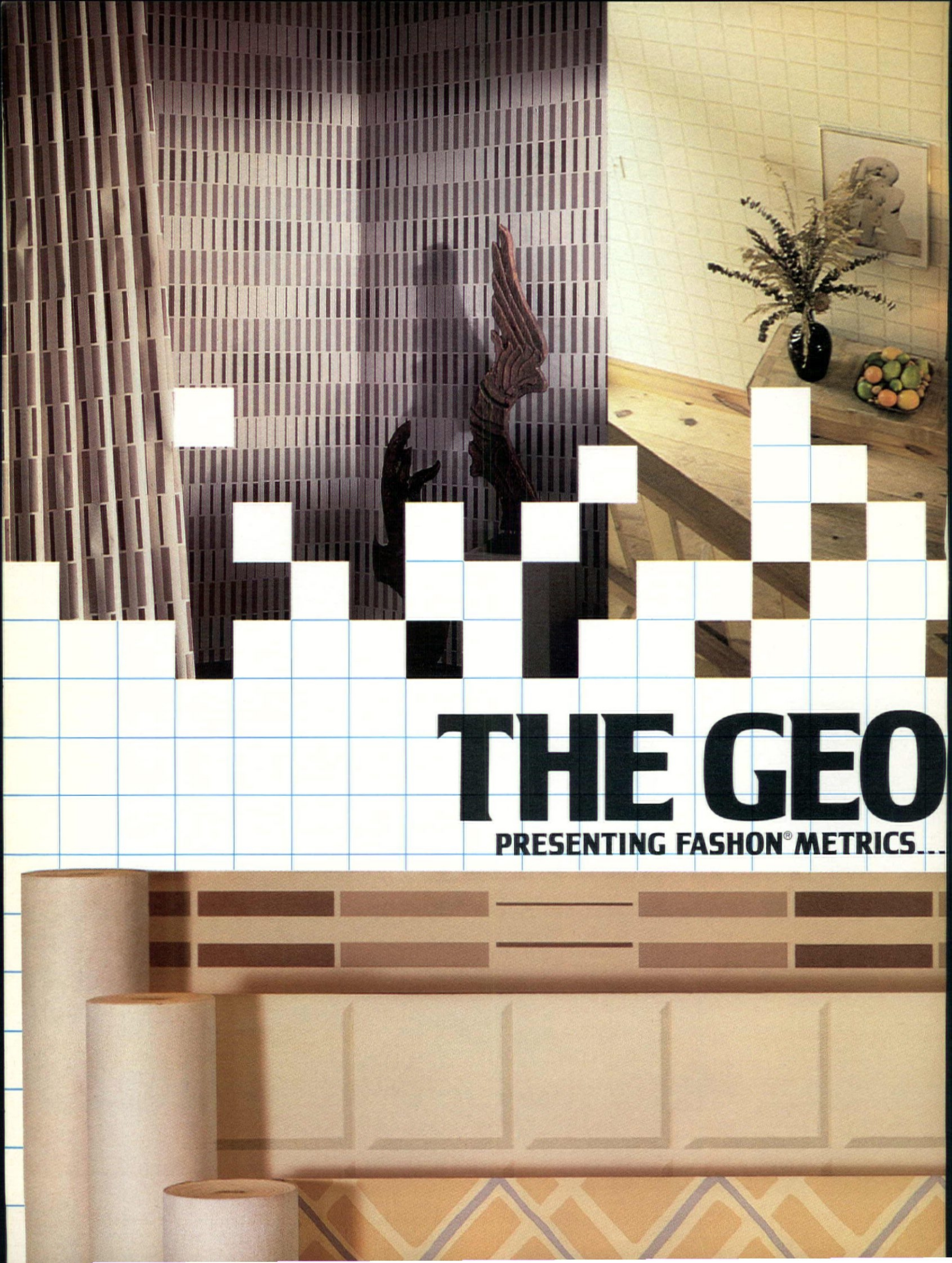
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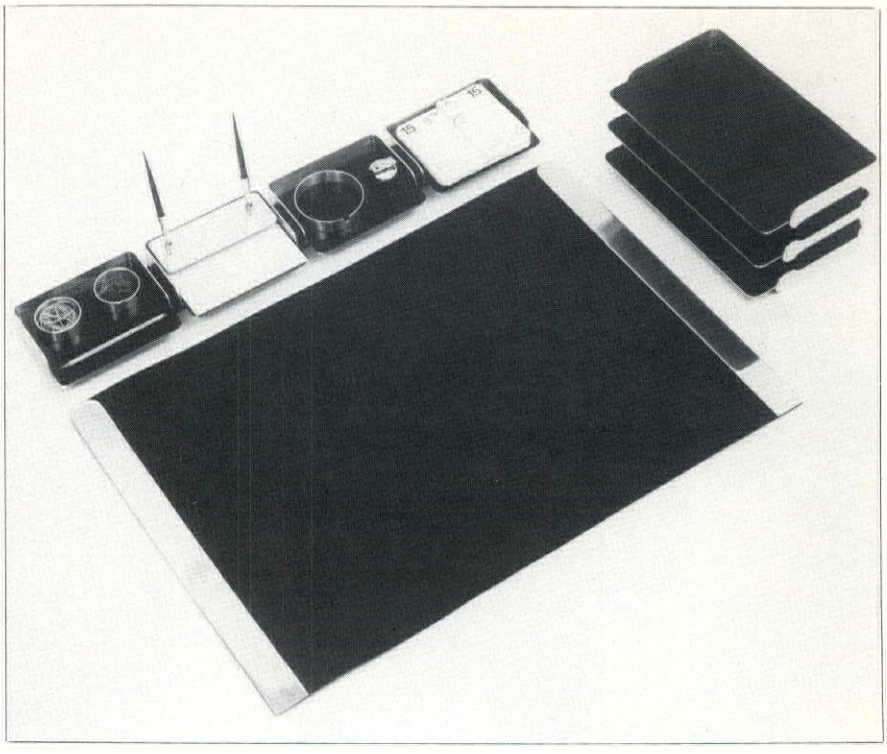
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fashon® GENERAL TIRE®

Modular system set on aluminum

Side opening and end opening trays are part of **Metcor's** System 5000 modular desk accessories (right). Units are mounted on an aluminum base. Group includes: free-standing clock, library set, bookends, and wastebasket. **Circle No. 361.**





Mirrored unit has fold-out bed

Mirrored Wallbed from **Bedquarters** (above) holds double bed behind its doors. End sections contain storage. Unit measures 84-in. high, 20-in. deep, 98-in. wide with storage, 64-in. without. **Circle No. 362.**

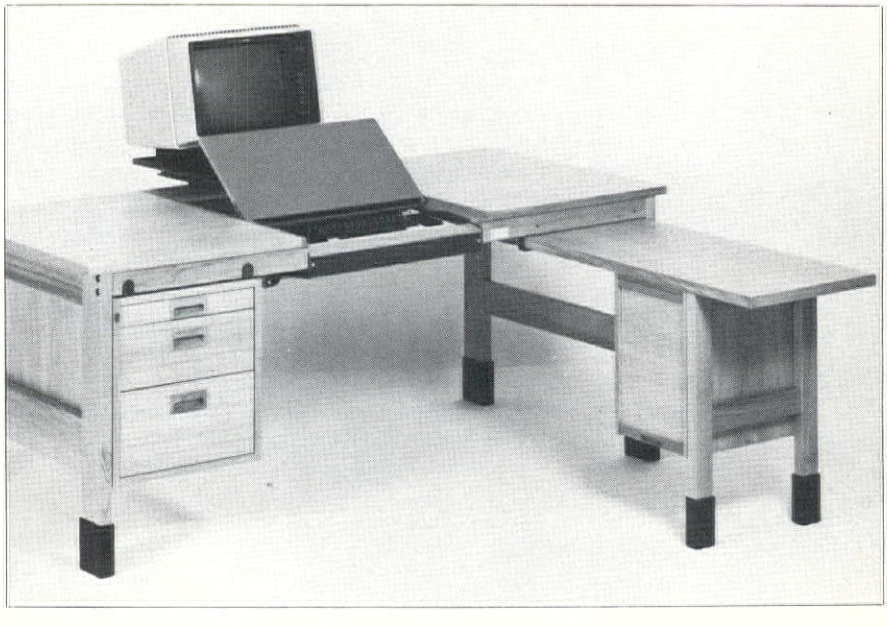


Curved oak adds soft styling

Gracefully bowed sides of Hexa Series (left) are formed by steel bent sculptured oak for **Madison Furniture.** Designed by Arthur Umanoff, chairs are constructed to conform to rigid industry standards. McCloud, a raised ridge wool weave, and Viking, a wool stripe weave have also been introduced by firm. Both fabrics have Grade E ratings. **Circle No. 364.**

Desk utilizes ergonomic design

Svar data terminal desks (right) are designed to reduce physical problems for operators. Unit, by **Edimab,** adjusts vertically without steps and screen can be easily moved along table or downwards to achieve best screen angle at suitable reading distance. Simple manipulation converts desk to functioning terminal work space.
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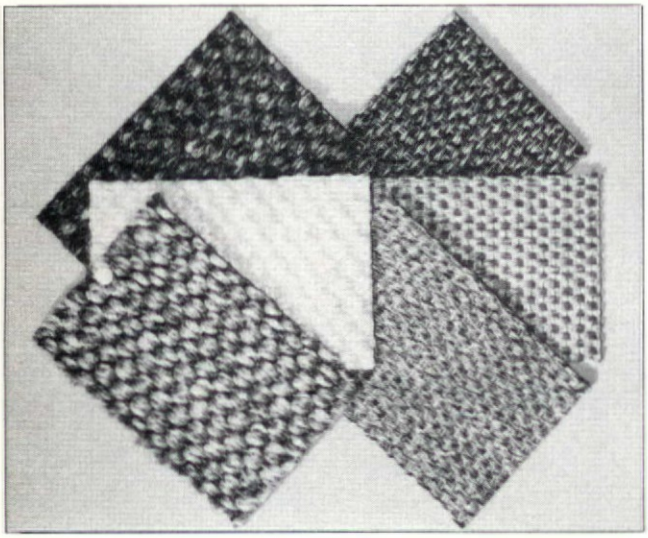
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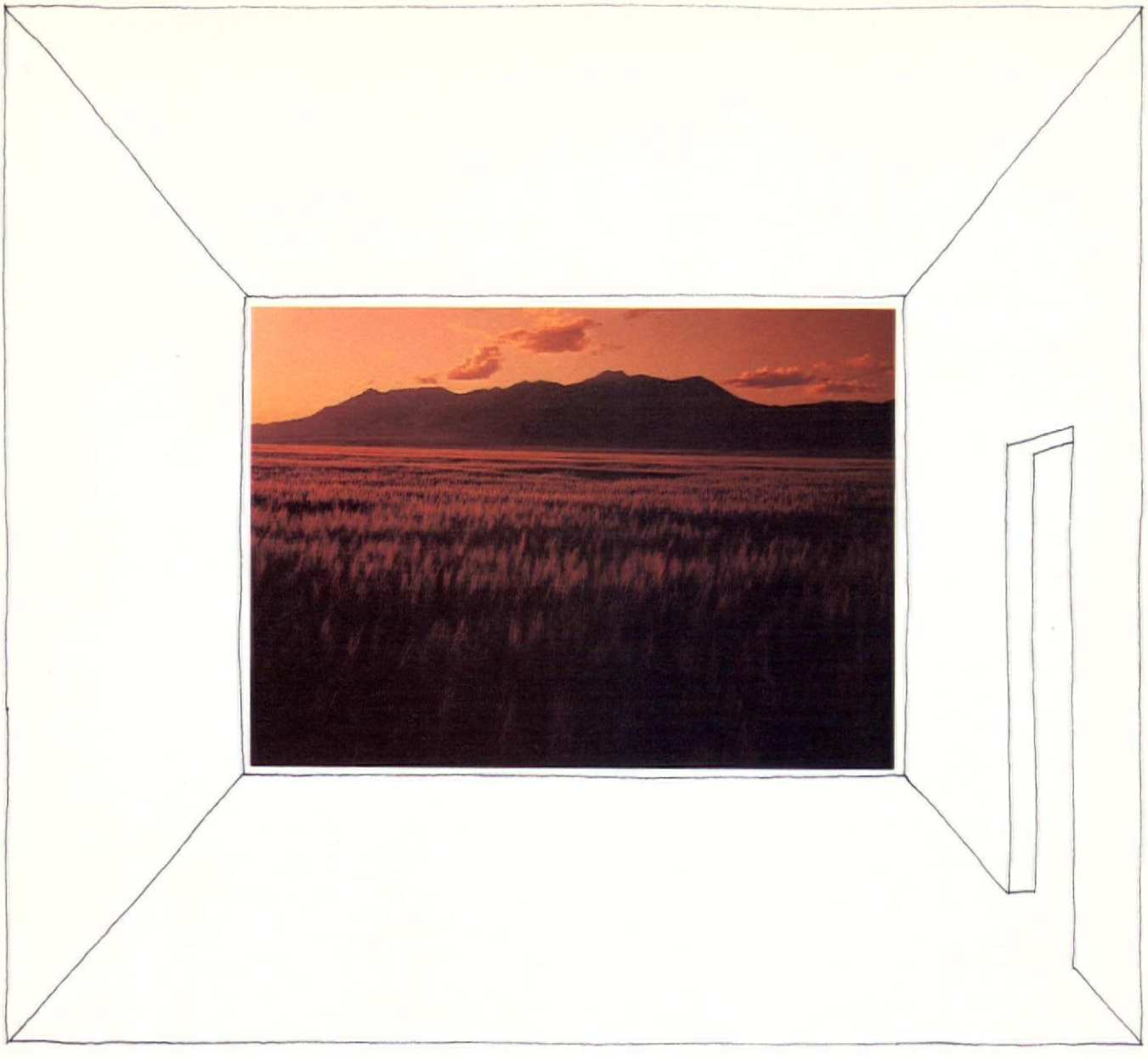
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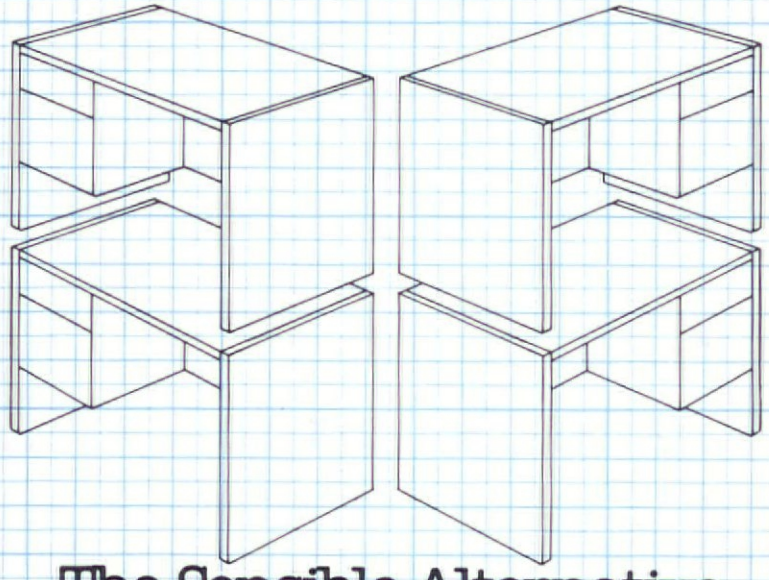
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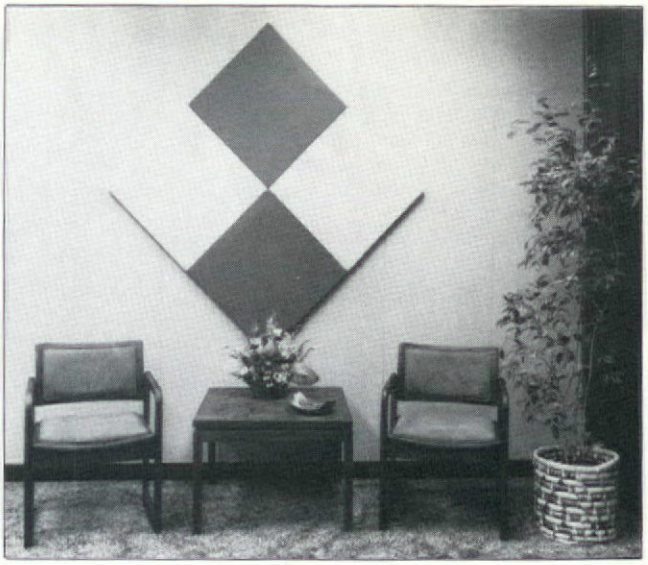
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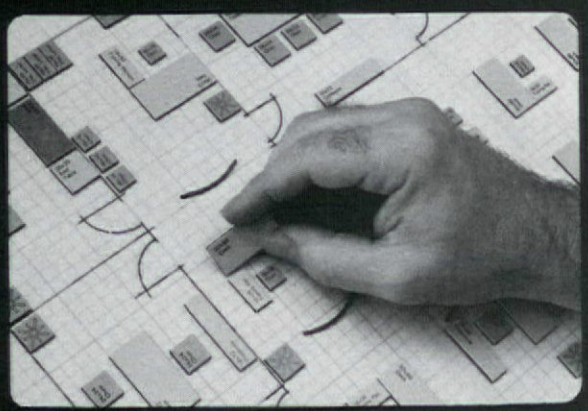


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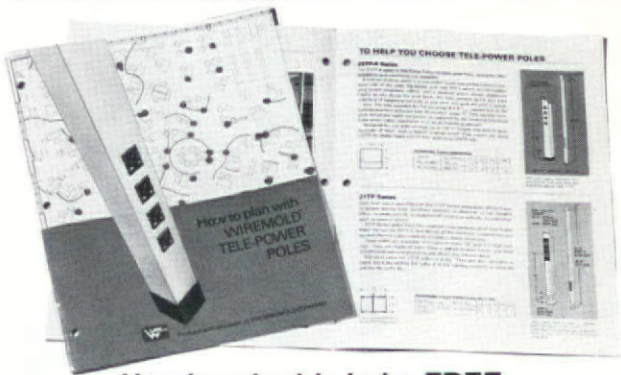
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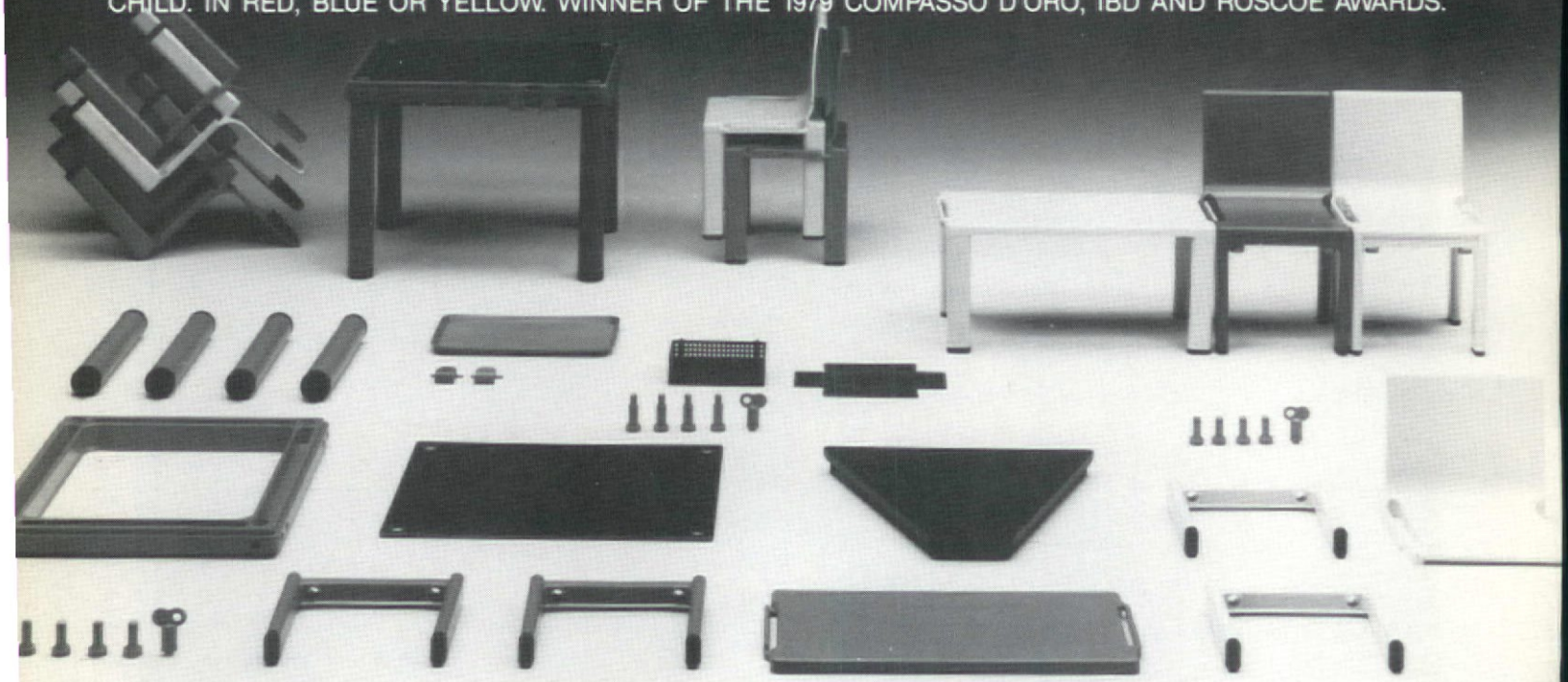
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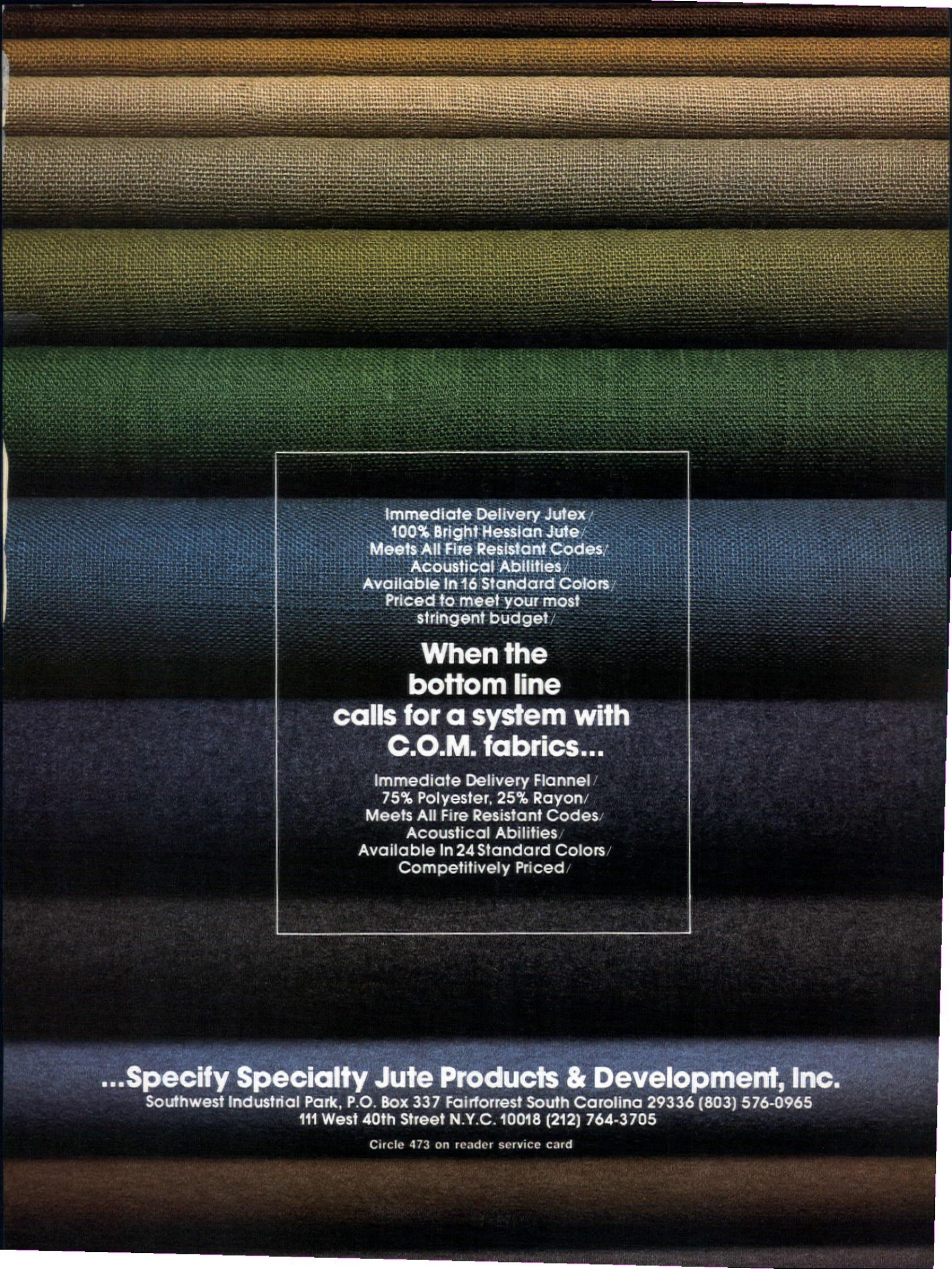
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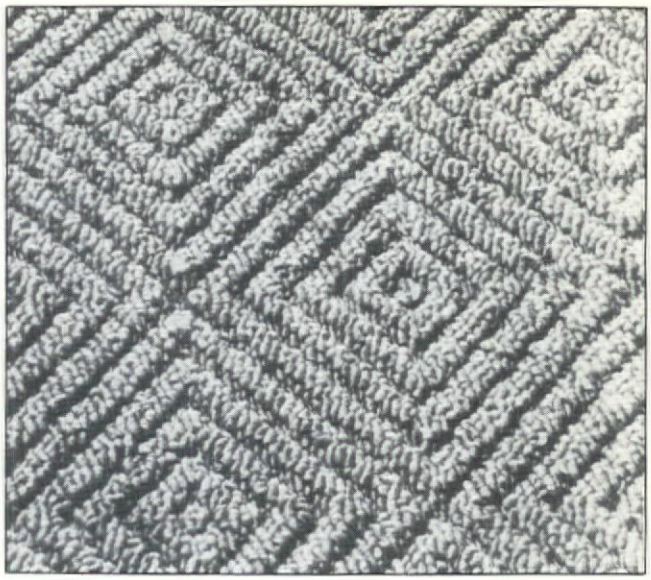
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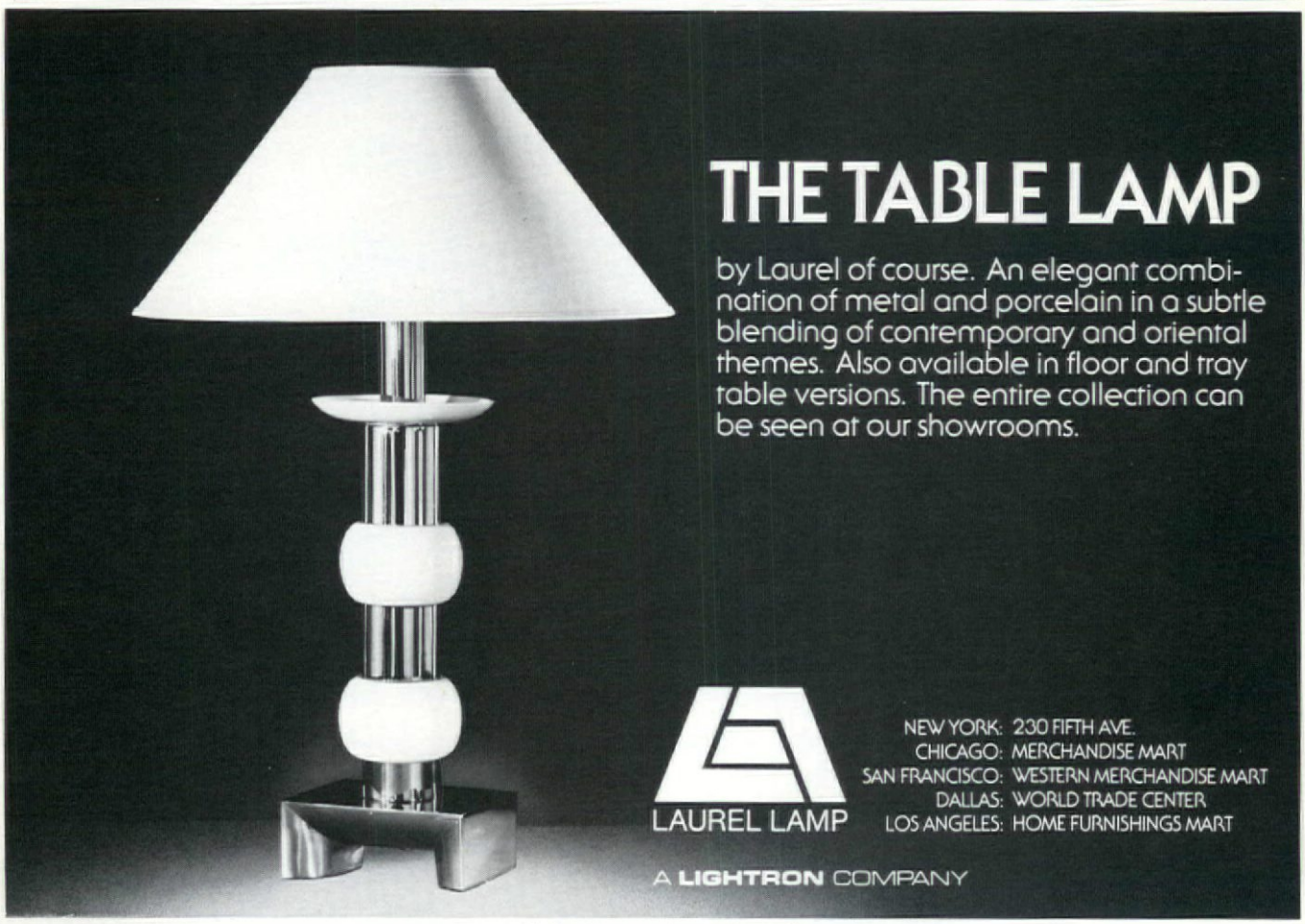
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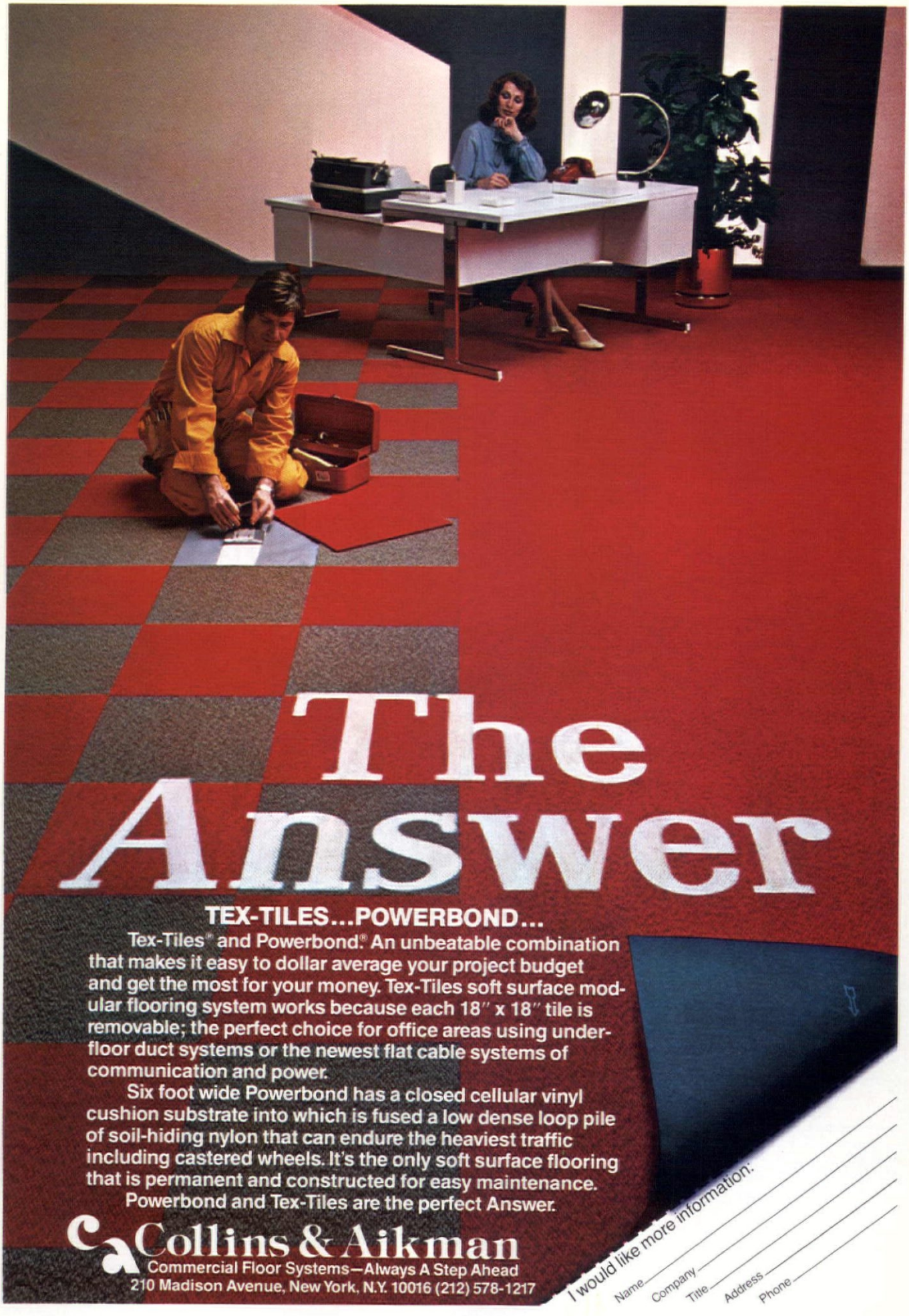
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The Hyatt Regency in Dearborn, Michigan, did. Ford Motor Land Development Corporation, owner and developer, wanted to give Hyatt's guests something to remember the hotel by. So they chose photo decor to highlight their restaurants, meeting rooms, guests rooms—even their business offices.

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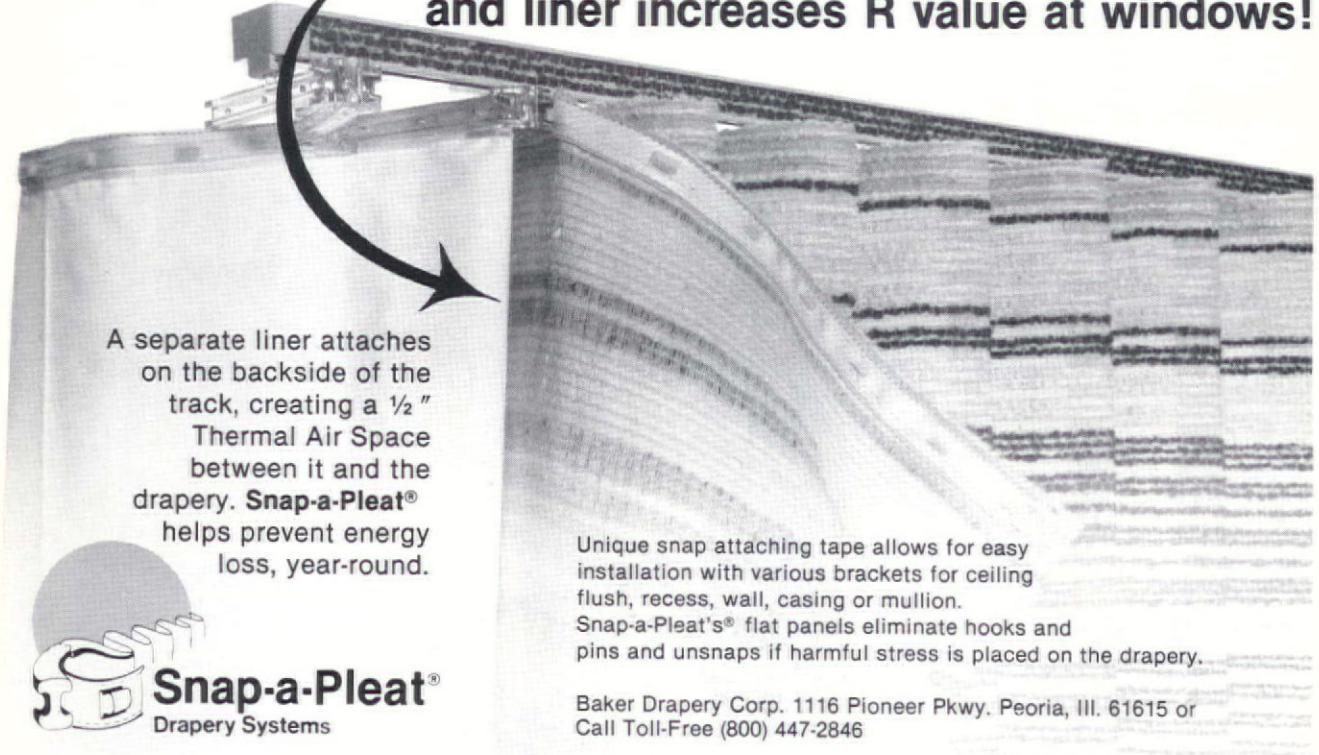
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Molla. Something a little bit different- and a lot better- in all-metal patio furniture.

The Baronet collection, exclusive MOLLA ALUMALOY® FURNITURE with a French accent, behaves like all-metal furniture should: It's incredibly rugged yet astonishingly lightweight. With comfortable seats that have just enough give to conform to your form.

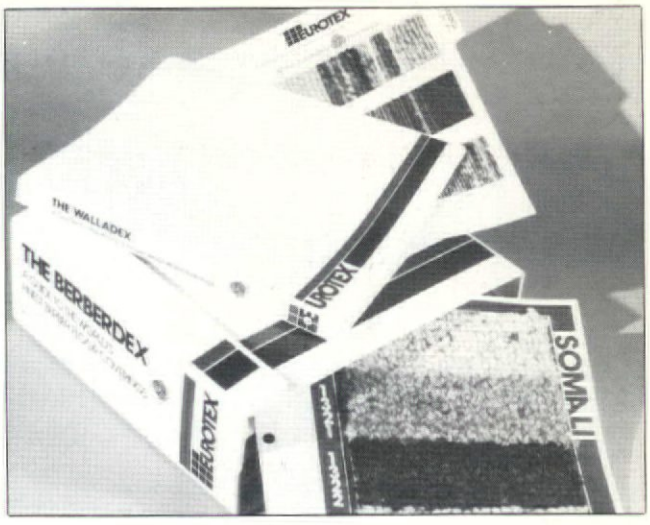
Baronet is practically maintenance-free; it won't rust —*ever*! Because it's made the way fine furniture should be made: *Carefully.*

In ultra-smart colors that don't change color with the seasons, Baronet by Molla leaves you sitting pretty.



alumaloy molla FURNITURE

For colorful, full-line catalog, write or phone Molla, Inc.,
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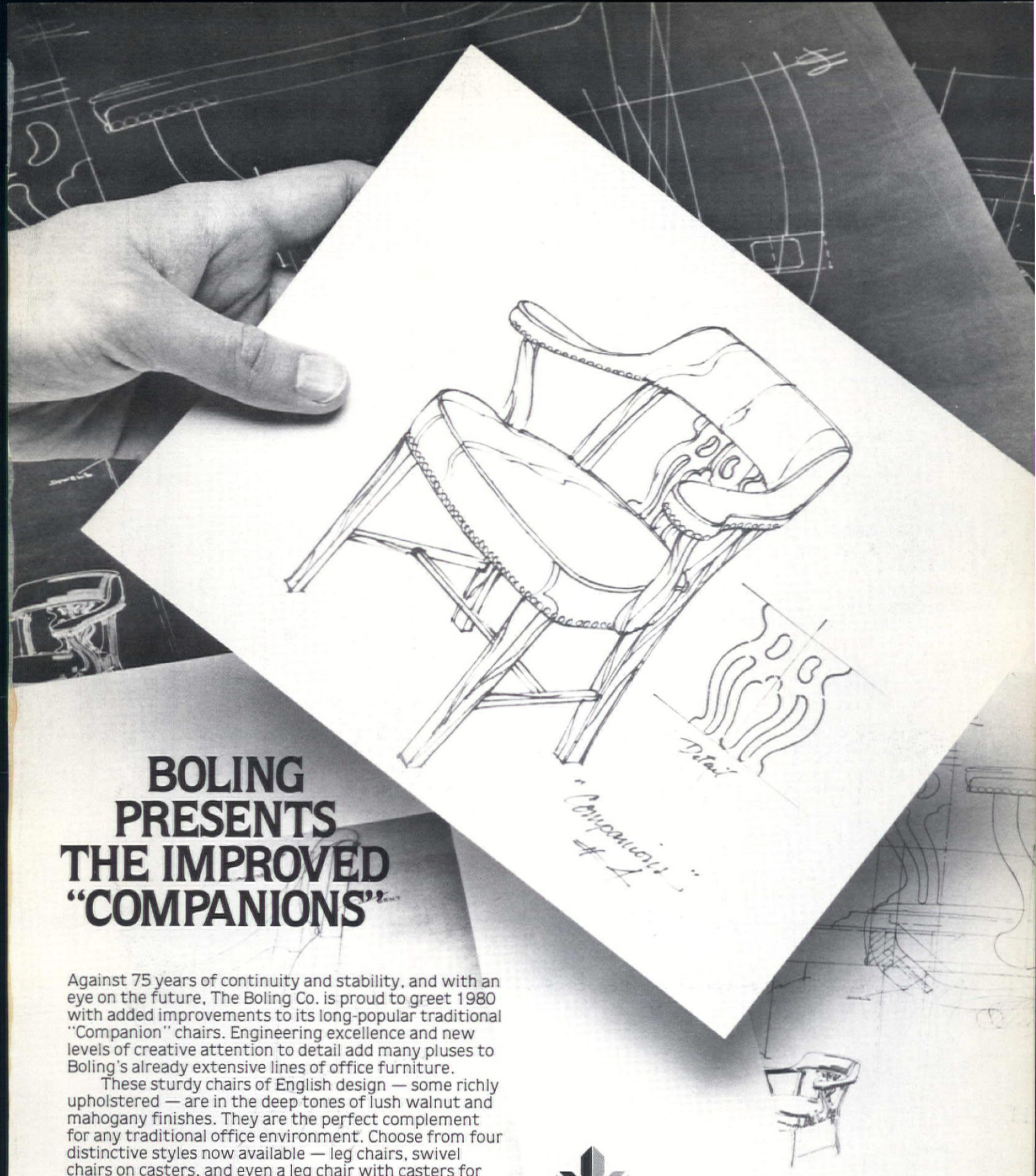
SALES AID PROVIDES CARPET, WALLCOVERING SPECS

Eurotex has introduced the Berberdex and Walladex, two reference aids designed for contract designer/specifiers. Berberdex is a 12 by 12-in. folio containing samples of Eurotex Berbers in a broad range of natural tones, as well as a selection of new Berbers in Oriental colors. Each swatch is on a separate card with detailed product information. Walladex, its companion piece, is a 9 by 12-in. folio of Eurotex's wallcovering collection. All wallcoverings have a Class A flammability rating.

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BOLING PRESENTS THE IMPROVED "COMPANIONS"

Against 75 years of continuity and stability, and with an eye on the future, The Boling Co. is proud to greet 1980 with added improvements to its long-popular traditional "Companion" chairs. Engineering excellence and new levels of creative attention to detail add many pluses to Boling's already extensive lines of office furniture.

These sturdy chairs of English design — some richly upholstered — are in the deep tones of lush walnut and mahogany finishes. They are the perfect complement for any traditional office environment. Choose from four distinctive styles now available — leg chairs, swivel chairs on casters, and even a leg chair with casters for use at conference tables.

These "Companions" offer the timeless appeal and comfortable versatility of traditional furnishings from Boling — "makers of fine furniture since 1904."

Visit Boling at Space No. 1043 in the Merchandise Mart during NEOCON XII, where our representatives will say in person that Boling has appreciated the opportunity of serving thousands of fine customers for more than three quarters of a century.

BOLING

THE BOLING CO./P.O. BOX 409/SILER CITY, N.C. 27344

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Send us a check for $15.

This catalog will put all the rattan you'll ever need at your fingertips.

Your $15.00 will be credited against a minimum purchase of Brown Jordan Rattan. Until now, you've never had a wider choice from one resource. We've put all Brown Jordan Rattan together — the Calif-Asia® and Hermosa Rattan® collections, plus our latest addition from Europe, the Rausch* Rattan collection — in a handsome hardcover catalog designed for the way you work:

- Looseleaf — includes 26 brochures picturing all lines of Brown Jordan Rattan. Easy to remove or add pages.
- Photographed against plain backgrounds — dining, seating and accessory pieces are easy to clip for residential or contract presentations.
- Convenient checklist included to send for the replacements you need.
- Automatic updates — your name will be on our mailing list for changes, additions or a first look at new designs.



*Trademark of Rausch, K.G., West Germany.

☐ *Or, for new free mini-catalog illustrating single pieces from all collections, just mail us your card stapled to this ad.*

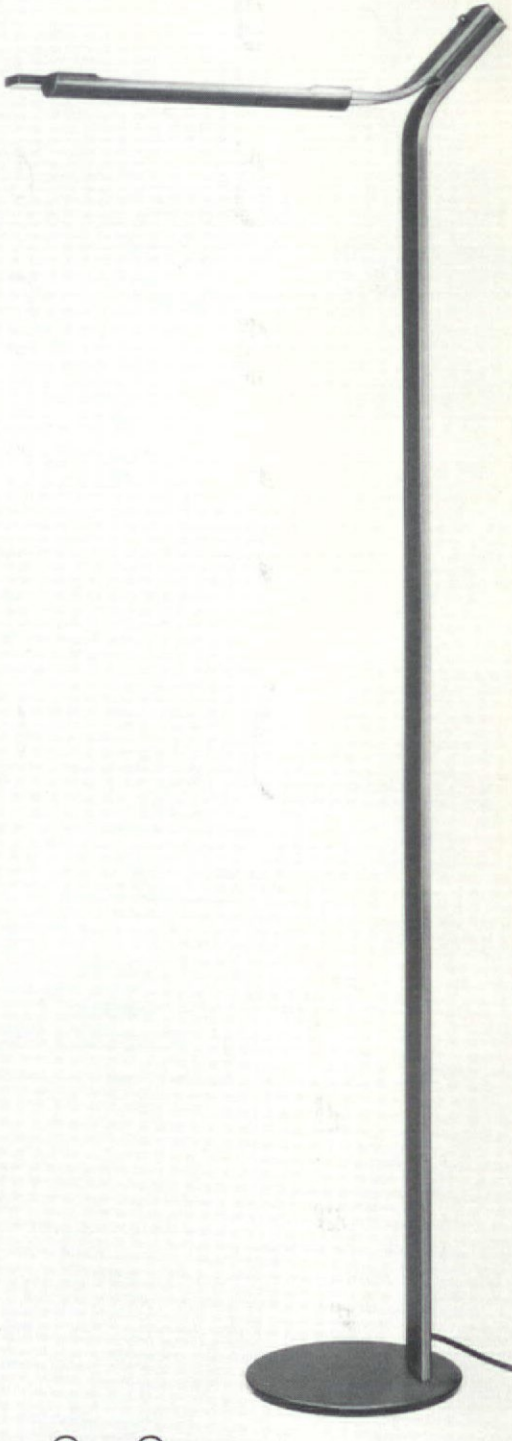
BROWN JORDAN
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Italian design, 1000-1500W indirect tungsten halogen lamp with dimmer control. Will illuminate an entire room. 88½" high. 35" wide. Base: 14" diameter. Black or white.



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PRODUCTS & SERVICES

ZEFRAN CR-4 CARRIES 73 INVENTORIED COLORS

Twelve colors added to Badische's Zefran Blend CR-4 group, designed for commercial carpeting, obtain their influence from antique orientals, medieval tapestries, and early 20th century furnishings. A toned, cultured effect runs through the colors including: silver mine, feldspar, venetian flask, and taupacotta, among others. Expanding the color palette of the 70 percent acrylic, 30 percent nylon yarn to 73 inventoried offerings allows greater styling flexibility of coordinating solids and heathers.

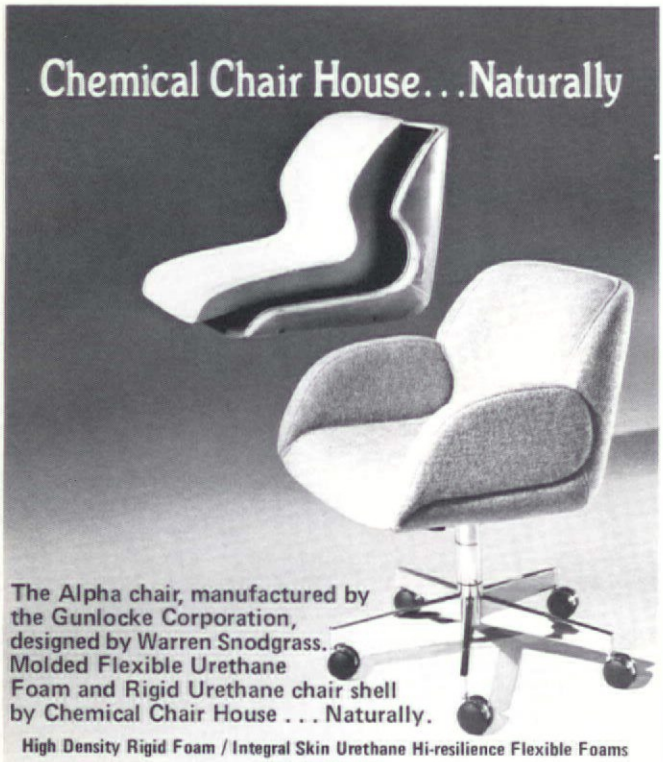
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URETHANE FINISH ALLOWS OUTDOOR USE

Fixtures' Astro chair is now offered in ten new thermoplastic colors and five new epoxy finishes. A new urethane finish permits outdoor use. Chair stacks straight up 20 high and may be ganged with optional attachment for auditorium seating.

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The Alpha chair, manufactured by the Gunlocke Corporation, designed by Warren Snodgrass. Molded Flexible Urethane Foam and Rigid Urethane chair shell by Chemical Chair House . . . Naturally.

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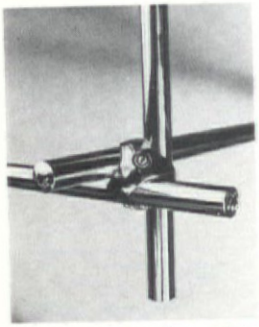


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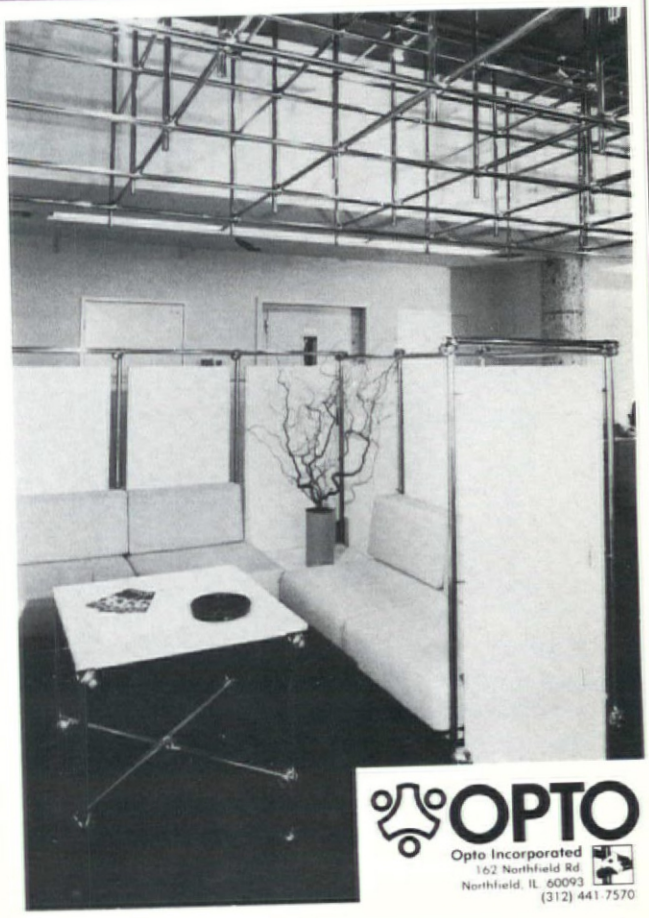
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CHAIRS MATCH TABLE WITH INLAID WALNUT STRIP

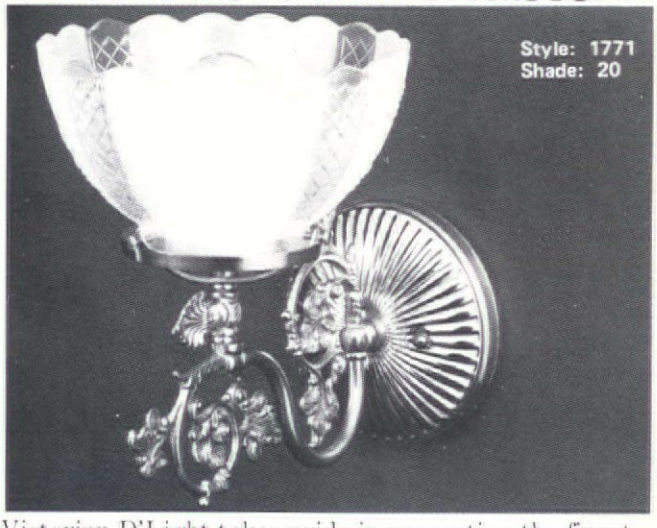
Soft contours are emphasized in Madison's T71J23 natural oak table with an inlaid edge strip of walnut from the Sculpture One conference grouping. Model C19R05 chairs have matching inlaid design.

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Victorian D'Light takes pride in presenting the finest in authentic turn of the century reproduction lighting, for those seeking accurate replicas of original Victorian lighting to complement period installations, Victorian D'Lights are the most exhaustive collection of appropriate hanging fixtures, portables and wall brackets available. U.L. listed. For full color catalog write:

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WALLCOVERING NEEDS NO ADDED BACKING

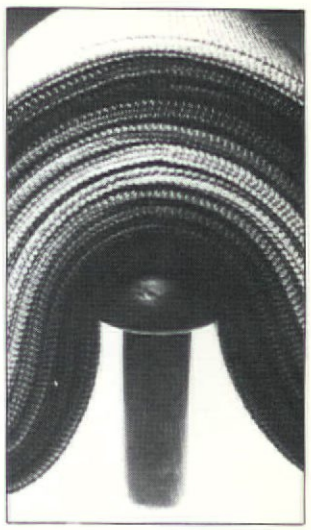
Rough textured Rimini vinyl wallcovering reflects the colors and textures of Italy. Part of L.E. Carpenter's Vicrtex collection, wallcovering is said to be virtually impervious to scuffs, mildew, and stains and needs no additional backing. Material has a Class A fire safety rating and comes in 54-in.-width in 25 colorways.

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STURDY NYLON/RAYON BLEND COMES IN 13 COLORS

Iron Cloth, a nylon/rayon blend with 100 percent cotton backing and woven in non-directional loop construction, is suited for the heaviest traffic areas. Cloth reportedly did not show wear after 15,000 double rubs in ASTM Wyzenbeek Test. Available in 13 colors, gros-point fabric is part of the Ward Bennett Textile Collection for Brickel. Suggested for use in any seating form or open plan panel system with a price tag of $18 per yard.

Circle 286 on reader service card



LOUNGE CHAIR HAS SLED OR PEDESTAL BASE

Brayton's Maestro wide-bodied lounge chair comes with options of high- or lowback on a sled or pedestal base. Model suggested for use as manager's armchair, visitor's chair, or seating for a conference room.

Circle 288 on reader service card



Circle 193 on reader service card

How CPR training helps business.

CPR—cardiopulmonary resuscitation training is one of the valuable assets an employee can have.

If even one employee has this training, (which is available from Red Cross), every other co-worker benefits. Everybody can breathe easier knowing that in the event of a cardiac arrest, help is immediately available.

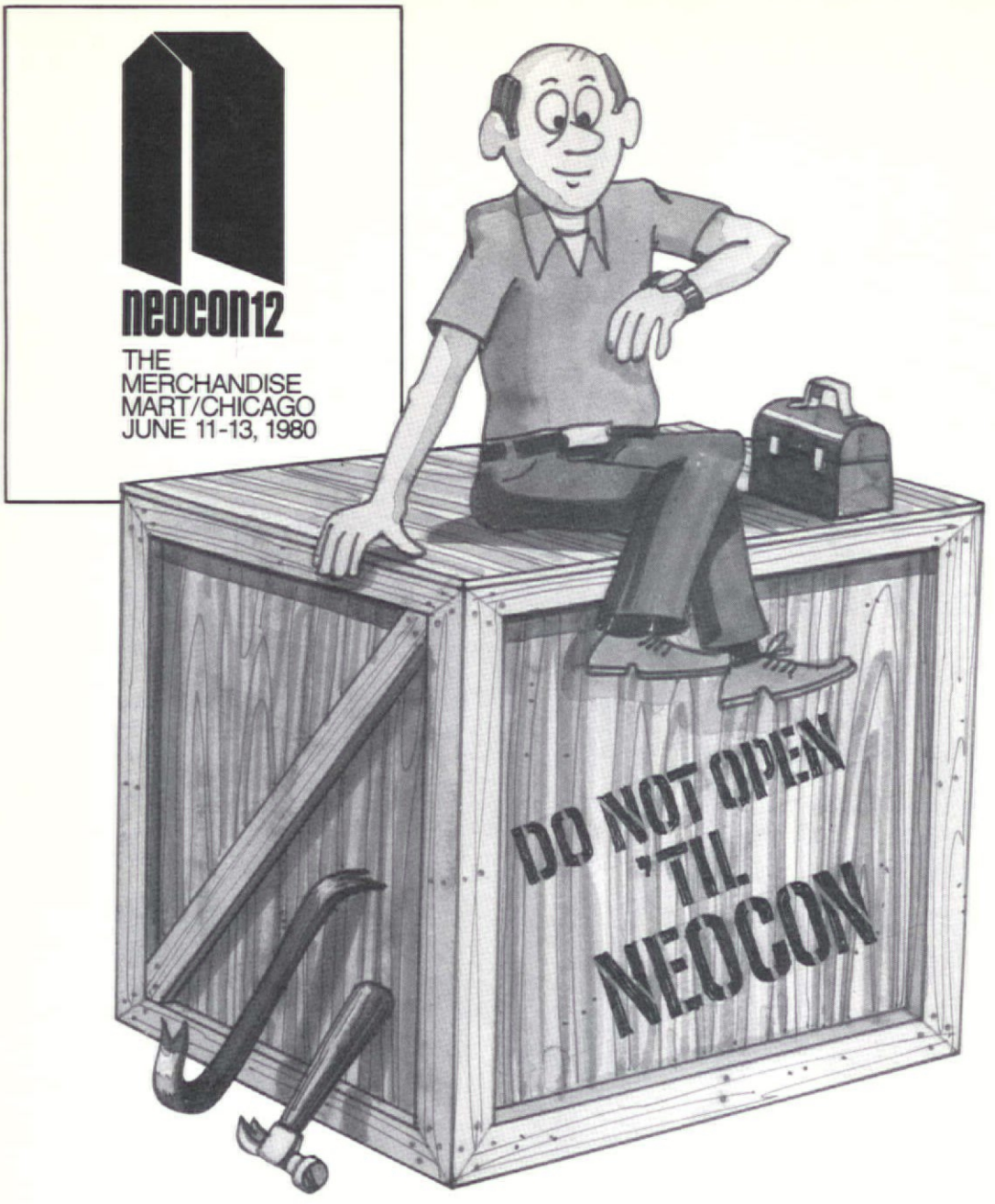
Why not set up a goal for your company... so many employees with CPR training per floor—or area?

It's easy to do. Call your Red Cross Chapter... they'll be glad to help you do it.

CPR training from Red Cross is one way you can help your company be ready. And a way you can help keep Red Cross ready, too.

Keep Red Cross ready.

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Haskell will premier two surprises for you at NEOCON

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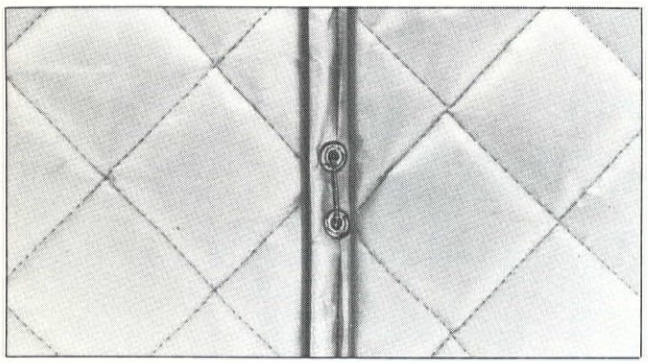
Haskell of Pittsburgh, Inc.
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National Showroom
Suite 10-167
Chicago Merchandise Mart

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BARRIER IS WALL-MOUNTED OR CEILING-HUNG

Sound Stopper QFM is a quilted fiberglass noise control material used as a wall-mounted or ceiling-hung absorber and semi-rigid barrier curtain by Singer Safety Products. Available in 48-in. wide, pre-finished panels, 1- or 2-in. thick, QFM is composed of 2 lb. density fiberglass quilted to a thin, lightweight vinyl-coated fiberglass cloth. Metallic



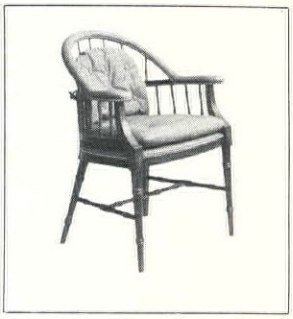
grey cloth facing, on one or two sides, is said to insure an easily cleaned, permanent outer shell impervious to oil, grease, and mildew. Class 1 rated building material can be mounted as a wall absorber, with an NRC rating of .70-.75, or hung as baffles to help control reverberations, or suspended as a semi-rigid curtain barrier to create an enclosure or divider, with sound reductions up to 21 dBA.

Circle 429 on reader service card

WINDSOR STYLE CHAIR IN LIMITED EDITION

Limited edition chair marks 75th anniversary of Boling. Designed by Carlos L. Lopez-Benitez, chairs have oak frame and leather upholstery and cushions. One knife edge cushion is attached to the seat; another, which is removable, serves as a back cushion.

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FLEXIBILITY KEY TO OPEN OFFICE SYSTEM

The heart of American Seating's Open Office System is a structural steel frame which has slots at 1-in. vertical increments for placing components and work surfaces. Frames snap together with simple bottom pin device and connector at top. Cabinetry system is a universal cabinet shell that can be converted to EDP storage, literature and form storage, lateral filing, and even a pull-out writing surface. Power and communications capabilities on panel system are achieved with electrical raceway in base of frame. Outlets can be located at work surface heights.

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NEOCON SPACE 1671

NEOCON SPACE 1671

The Eastwood Chair

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Provides Moves to Promote Winners!!

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Double jumping to this square, opens a showing of an entire line of traditional room chairs in 50 styles to meet most design and specifier needs.

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13P153

A complete catalog, swatches, room planning, budget planning, coordinated product information and Direct Personal Services are all yours by calling (800) 423-5511 (outside California) or write to the attention of Ruth Kaiser.

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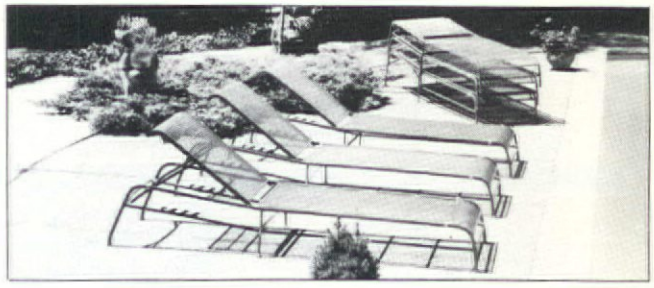


PRODUCTS & SERVICES

OUTDOOR SEATING USED WITH/WITHOUT SEAT PADS

All metal stacking chaise lounge with adjustable back is made entirely of aluminum. Molla's Belmar Group also includes matching stackable dining armchair and dining tables in a wide size range.

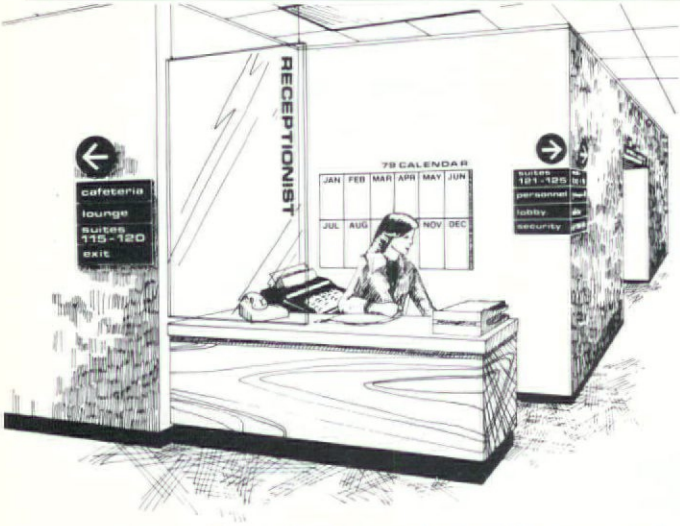
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CABINET OFFERED WITH BURNPROOF FINISH

Ovale Cabinet Series displays a stainless steel frame formed by joining two differing radii in one sweeping curve. Designed by Edward Axel Roffman for Gia Internationale Designs, cabinets are finished in Glaceer polyester finish reported to be burn-, heat-, and alcoholproof, as well as scratch-resistant.

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than LIBRARY FURNITURE.

WORDEN seating designs have been used successfully in Libraries for years providing durable, good looking, economical solutions. These same proven seating designs are also solving the needs of many public areas, from retail outlets to hospital applications. Literature on these expanded product lines is available from WORDEN or their local representative.

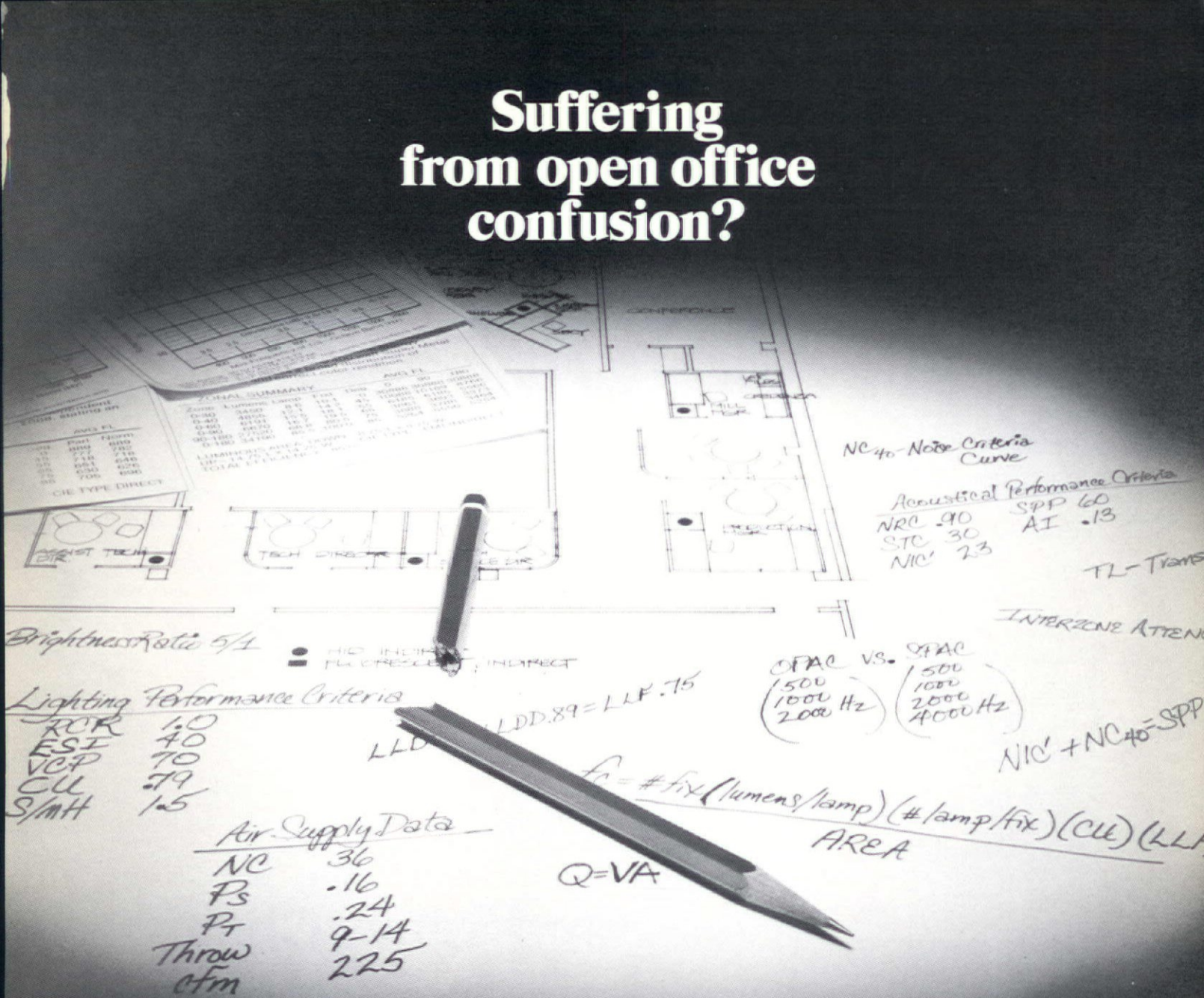


FA-909 lounge chair

The Worden Company
199 e. 17th st., holland, michigan (616) 392-1848

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Suffering from open office confusion?



Attend Conwed's Neocon Seminars.

During NEOCON 12 we'll answer some of the questions about open office planning by demonstrating the importance of product interaction.

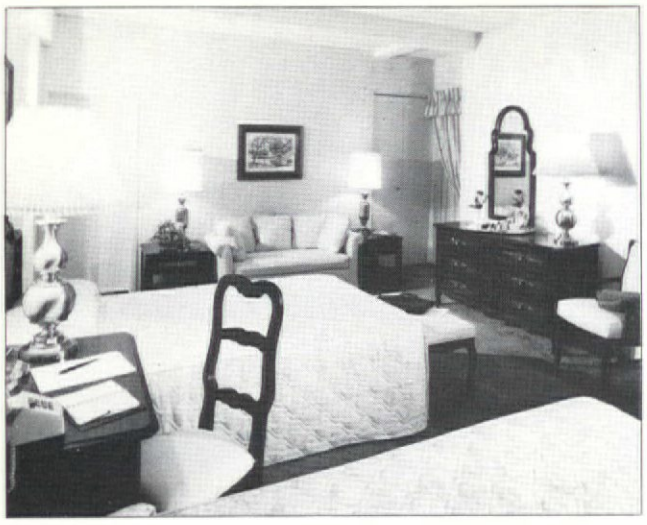
Free-standing screens, desks, open office systems, ceilings, lighting and acoustical wall treatments may be individual items, but together they affect overall performance. Conwed is the only manufacturer to supply all of these products for a coordinated approach to sound control, lighting performance, energy efficiency and aesthetics.

Attend our daily NEOCON Seminars in Suite 929, Merchandise Mart and find out for yourself.

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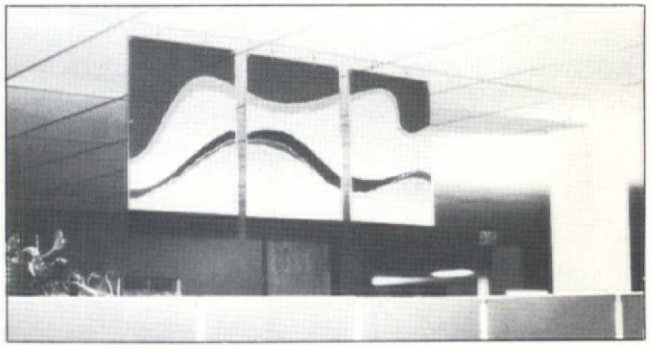
FURNISHINGS CAPTURE OLD WORLD ELEGANCE

When the Halloran House, 49 St. and Lexington Ave., New York, underwent restoration from the former Shelton Residential Hotel for Men, designer George Clarkson chose American of Martinsville traditional furniture for the interior. In order to capture the era when the building was built, the custom-designed furniture was fashioned of maple solids and select cherry veneers with antiqued, solid brass accents for 655 spacious rooms and suites.

Circle 176 on reader service card

HANGING GRAPHICS DEFINE OPEN PLAN AREAS

Modular design plan of collage graphics can be suspended from ceiling, placed on walls, or attached to office landscape partitions. Hand silk-screened panels are signed by artists Freya Opper and Irmari Nacht. Designs are



encased in laminate and available in clear or matte finish. Hanging graphics have designs on both sides. Groups of two or three panels can be placed perpendicular for maximum viewing. Designed to hang over open landscape partitions, art breaks up spaces with color and pattern and serves as visual markers to define areas. All graphics, from Opper-Nacht Associates, may be ordered in 10 or more design sequences to match designer/specifier colors. Group shown is recent commission by AT&T Long Lines for offices in Parsippany, N.J.

Circle 430 on reader service card



New Mojave Chair by Gold Medal

Designed for comfort with select hardwood frame, Gold Medal's Mojave chair features a slightly tilted back. Casters add to the ease of mobility. Chair available in cushioned or uncushioned versions.

Write for additional information from the director's chair people...

GOLDMEDAL INC

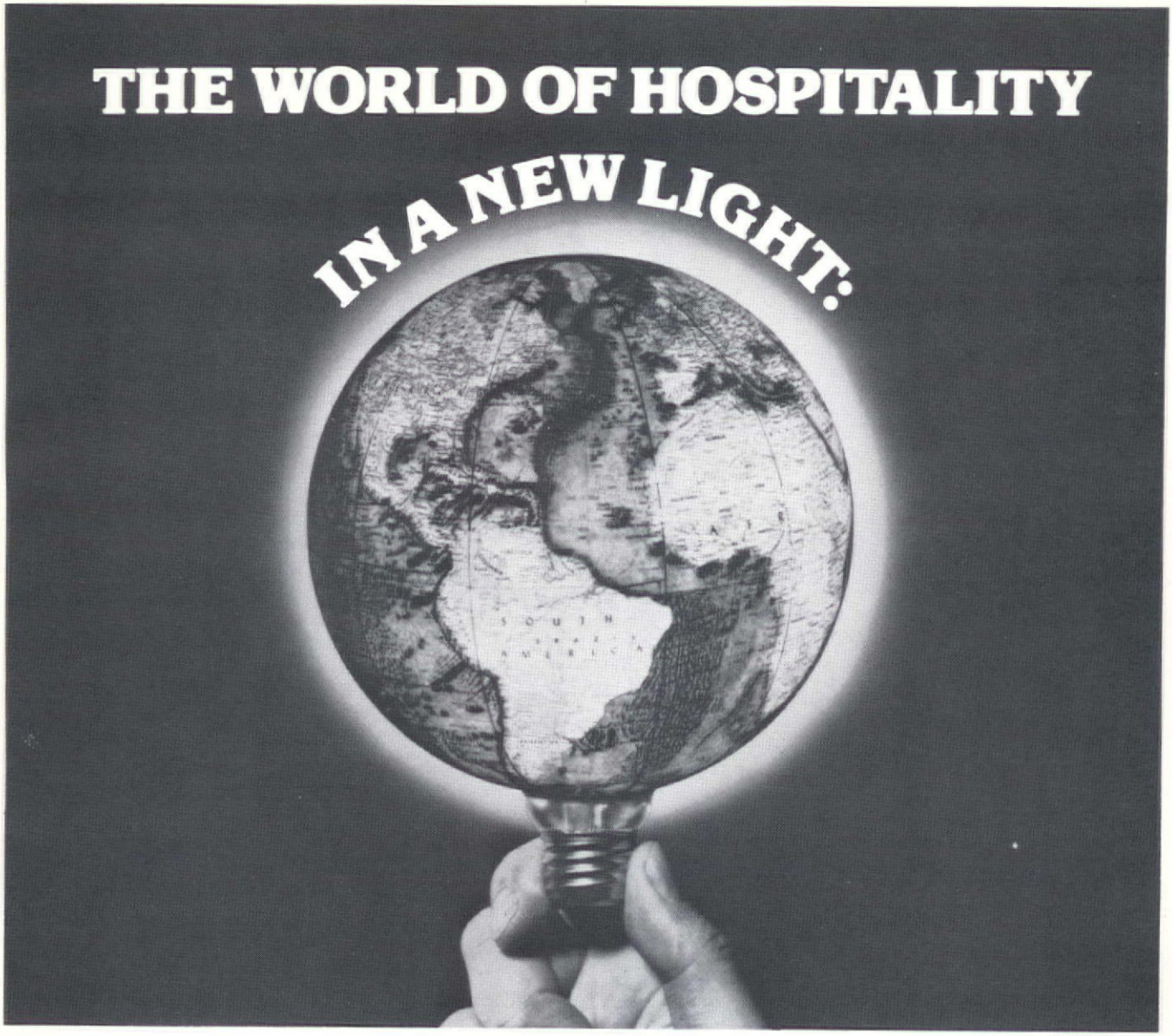
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X ☐ Manufacturers Rep.
Y ☐ Wholesale
Z ☐ Other

LITTLE L SHOWS

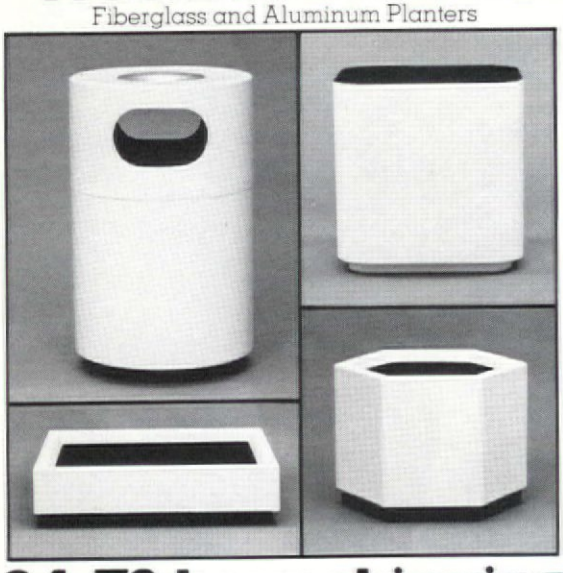
Directed by: George Little Management, 261 Madison Avenue, New York, N.Y. 10016, (212) 986-4700. An activity of the New York State Hotel and Motel Association, Inc. and Hotel Association of New York City, Inc. Co-sponsored by American Hotel and Motel Association.

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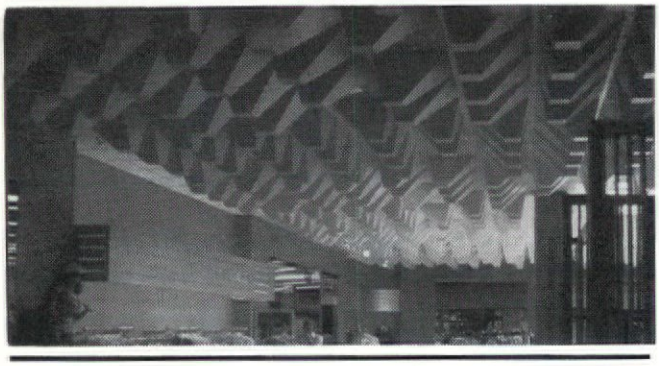
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decorative ceiling systems



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For further information, contact, Harvey Spinowitz National Sales Manager at (212) 388-4024.

LOMBARDO & CO. INC.

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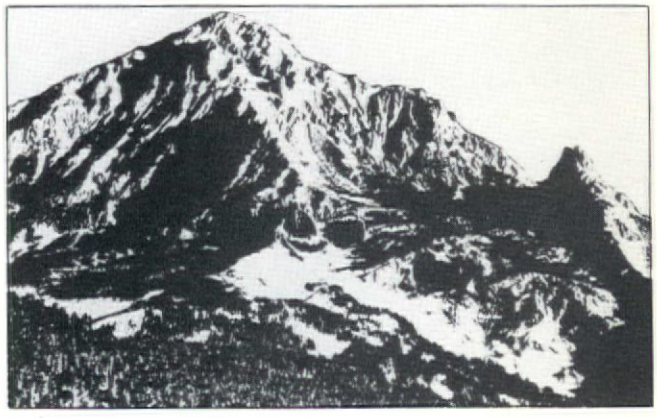
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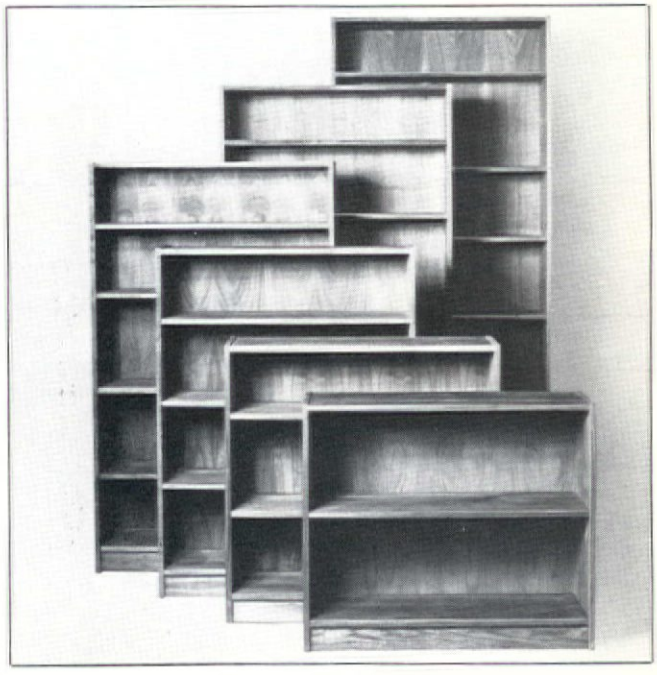
PRODUCTS & SERVICES

PHOTOS ON GLASS FORM DIVIDERS, ENTRANCEWAYS

Photographic Glassworks specializes in transfer of photo images and hand-drawn designs on glass using kiln-fired enamels, epoxy ink, refined light-sensitive technology, acid etching, and sandblasting. Subject and size are only limited by imagination. Glass dividers can be used for office entryways, restaurants. Murals on mirror, selectively backlit, are attention-getters in discos and hotel/motels. Firm supplies a portfolio of selections, as well as one-of-a-kind commissions or limited editions from two to 500 units for national distribution. Other services available: photo presentations on metal, clay, fabric, paper; color or black and white photo murals; enlarged Cibachrome transparencies.

Circle 432 on reader service card





BOOKCASES RANGE FROM 30- to 84-INCHES HIGH

Diversified Seating's line of bookcases may be used in many different arrangements, ranging in sizes from 30- to 84-in. high, 36-in. wide. Fully adjustable shelves are 12-in. deep. Units are constructed of walnut veneer with finished back panels. Firm ships K.D. or at a slight extra charge, fully assembled. In-stock for immediate shipment.

Circle 51 on reader service card

CATALOGS & BROCHURES

The "1979 Trade Name Directory" of carpet and rug style names, including those Trademark Registered, alphabetically lists about 12,000 names currently in use by the 134 manufacturing companies participating in the program. The directory was compiled and published by The Carpet & Rug Institute, which maintains a master listing on computer tape to facilitate handling of frequent additions and deletions to the master file. Information on pricing and ordering is available from Allen M. Sale, Jr., The Carpet & Rug Institute, Box 248, Dalton, GA 30720.

Brava hardwood veneer office furniture line includes desks, credenzas, tables, files, and cabinets. Photos and description are in catalog from WorkSpace International.
Circle 398 on reader service card

Proform Apple office system consists of desks, tables, workstations, cabinets, and acoustical panels. Desks have flush or recessed back panel; optional chrome bases; high and low profile drawer pedestal options; typing and flush runoffs; high and low profile credenzas. Work station accommodates furniture needs in 29", 42", 56", and 70" high solutions. System furniture comes in white oak, stained oak and American black walnut hardwoods. Four-color catalog illustrates extensive line.
Circle 97 on reader service card

Rugs and carpets, upholstery fabrics, and print fabrics in 50-color program by Mira-X are illustrated by actual swatches and full-color photographs in new Mini-Showroom catalog. Showroom section of catalog contains 50 color swatches of carpeting and photographs of typical Mira-X showroom, illustrating how showroom can be set up to show coordination between carpets, woven and print fabrics. Contract catalog contains individual folders which include actual samples on upholstery and drapery fabrics and carpets. Service folder contains information on terms and conditions, and carpet installation instructions.
Circle 413 on reader service card

TriCircuit ERA-1 provides three 20-amp circuits integrated in base railways to handle power requirements in the open office. Catalog from Haworth gives comprehensive explanation of the system.
Circle 273 on reader service card

Four lines of lounge, reception and conference furniture are described in recently published Catalog 1-80 from Fixtures Manufacturing Corp. Included are Gemini, Titan, and Luna groupings, as well as Maslan/9000 series, designed by A. David Maslan. Also featured in catalog are new gang chair, new stack tables, and a redesigned series of table bases. Special fold-out section at back of book illustrates Fixtures' range of colors in upholstery fabrics, thermoplastics and frame finishes, including new outdoor finishes. Colors span spectrum from soft naturals and rich earthtones to brights and neutrals.
Circle 277 on reader service card

Circle 444 on reader service card



New Quinlan Printmakers catalog is a specially designed selling tool.

Albert Quinlan's photo-serigraphs blend the old technique of silk-screen printing with photography, showcasing his intuitive feeling for light and textural harmonies.

Quinlan photo-serigraphs are already in many public buildings and private collections. The new catalog opens the way for you to offer them to your clients.

Quinlan prints are produced in limited editions of 250 or less, hand-pulled, numbered and signed in pencil by the artist.

The new catalog presents each print on an individual sheet of appropriate size to provide a real feeling for the colors used. A single print can be pulled and placed in a specific location to check compatibility with existing decor, sent to your customer for approval, or arranged with Other Quinlan prints in groupings to determine the over-all effect.

Quinlan Printmakers work closely with designers, decorators and architects and offer custom color service for special projects.

For a catalog, please send $2.00 to:
Quinlan Printmakers, Dept. C-2
Box 3308 Merchandise Mart
Chicago, IL 60654

See us during Neocon.
Call (312) 441-6539 for an appointment to visit our downtown Chicago showroom.



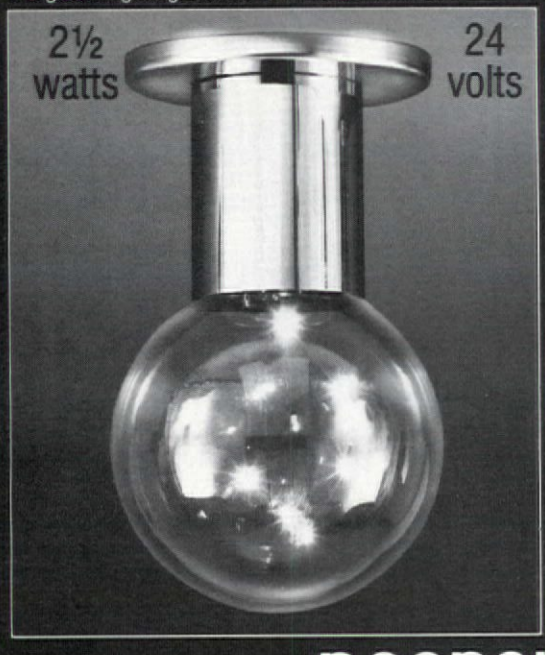
CHAIRS by hippopotamus

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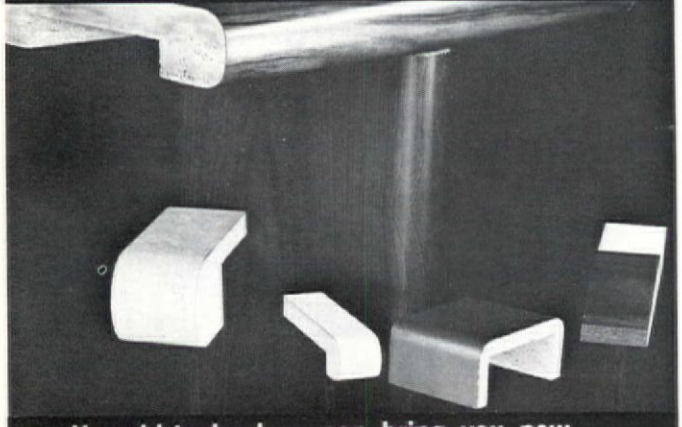
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neocon12

NEOCON TRAVEL PAKS PROVIDE AIR FARE, SHUTTLES, HOTEL

The Merchandise Mart is offering a new set of low-cost Travel Paks for participants attending NEOCON 12, June 11-13, 1980. Attendees are encouraged to take advantage of these cost-savings as soon as possible; some require 30-day advance booking. Packages include round-trip air transportation, three-night accommodations at selected Chicago hotels (double occupancy), round-trip airport-to-hotel bus transportation, and free, daily shuttle bus between The Mart and hotels. Most of the travel plans are group trips involving 20 or more persons. The complete list of cities serviced by this program follows.

ATLANTA: Cass Tome, Magic Carpet Travel, Inc.; 404/266-8116. $246.
BALTIMORE: Anne Sleck, Travel Arrangement Intl.; 301/435-4500. $253.
BOSTON: Jim Ladd, Raymond & Whitcomb Co.; 617/227-3003. $285.
CINCINNATI: Lonnie Fields, TV Travel, Inc.; 513/621-5810. $188.
CLEVELAND: Alexis Aichinger, Aichinger Travel Bureau; 216/781-2241. $195.
COLUMBUS: Ike Reynolds, Arlington Travel Service; 614/488-5931. $195.
DALLAS: John Dorie, Journey House Travel; 214/368-1425. $283.
DENVER: Amy Knoyles, Driscoll Travel; 303/573-1062. $310.
DETROIT: Ivonne Morolli, Ask Mr. Foster; 313/585-1800. $184.
HOUSTON: Ann Plunkett, AAA World Wide Travel; 713/524-1851. $294.
INDIANAPOLIS: Sarann Klain, Group Travel Consultants; 317/873-5223. $171.
KANSAS CITY: Kris Wolters, Ask Mr. Foster; 816/523-2205. $223.
LITTLE ROCK: Carolyn Dempsey, Int., Inc.; 501/661-7535. $246.
LOS ANGELES: Shelia O'Brien, Travel Designs; 213/659-3710. $352; $442.
MIAMI: Jim Larkin, Larkin Travel Agency; 305/563-3359. $332.
MINNEAPOLIS: Betty Katz, Travel One, Inc.; 612/854-2551. $201.
NEW ORLEANS/BATON ROUGE: Joyce Hadley, Leisure Travel of New Orleans; 504/524-1193. $281.
NEW YORK: Steve Zinaman, Travel Horizon Unlimited; 212/687-5121. $281.
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PHILADELPHIA: Adele Stein, Bartlett Travel Service, 215/885-7500. $265.
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ST. LOUIS: Donald Hamel, Burdett Travel Service; 314/241-7272. $162.
SAN ANTONIO: Marie Livesay, Chapparal Travel; 512/828-5781. $321.
SAN FRANCISCO: Forrest E. Partridge, Portal/Abertsen Travel Corp.; 415/421-3400. $378.
SEATTLE: Sharon Holmlund, Foothills Travel; 206/392-1244. $411.
TORONTO: Betty Scopis, Wise Travel Bureau; 416/363-2093. $217.
WASHINGTON, D.C.: Anne Sleck, Travel Arrangement; 301/435-4500. $253.

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RATES: A standard classified ad costs $36.00 per column inch. *Estimate a column inch as 58 characters per line, 7 lines per inch, including headline and address. Please specify whether it is a signed ad or a blind box number. Add $5.00 to the cost if a box number is used. Payment with order is required for insertion of classified. Send ad and check to: CONTRACT, Classified Ad Dept.,* 1515 Broadway, 24th Floor, New York, NY 10036. **DEADLINE:** 1st *of the preceding month.* **REGULATIONS:** *Classified ads may be used for help or situations wanted; salesmen, reps, or lines wanted; business for sale; and any used or odd-lot products or items for sale on a one-time basis. Classified ads may not be used for extensive product descriptions; customer solicitation; or for the offer of merchandise or services continuously available to our readers, which is the function of display advertising. Publication reserves the right to reject, delete, or re-word copy that is contrary to regulations.*

INTERIOR DESIGNER POSITION — Leading office furnishing dealership in Southern Connecticut is expanding its design staff by seeking another experienced Interior Designer who desires a challenge in a very professional and well-managed dealership. Experience with commercial design involving programming, space planning for systems, interior design and knowledge of contract furnishings is required. Salary and additional compensation will be commensurate with experience. Box 845, CONTRACT, 1515 Broadway, New York, NY 10036.

MARKETING MANAGER — National Office Furniture Systems Manufacturer with successful record—seeks shirt sleeve Executive Experienced in this field—to assume broad responsibility: Marketing and Sales. Mail Resume and Salary requirements to: DISCOVERY SYSTEMS, INC., P.O. Box 62, Carlstadt, NJ 07072, Att: President (No telephone calls please.)

CONTRACT FURNITURE SALES REPS — Aggressive, experienced sales reps required to market quality, integrated contract furniture line to designers, dealers and architects. Knowledge of open space office systems and conventional wood furniture necessary. We are a nationally recognized publicly held company. Our product offers total performance capability, including: acoustic control; task and ambient lighting; & space & energy conservation. Opportunities in Seattle, Denver, St. Louis & Toronto. Respond in complete confidence to Box 846, CONTRACT, 1515 Broadway, New York, NY 10036.

ATTENTION — Contract furnishers architects, designers, and dealers send us your brochures. CONTRACT Magazine is often asked by corporate representatives to provide them with qualified names. Mail to Sales Manager, CONTRACT Reader Brochures, 24th Floor, 1515 Broadway, New York, NY 10036.

CONTRACT FURNITURE SALESPERSON — Aggressive, independent, self-starting, experienced contract furniture salesperson desired by Herman Miller contract dealership whose personnel are articulate achievers and professionals with strong ideals. In other words we are looking for someone who is ready to be an entrepreneur. We are ready to pay the highest commissions in the industry with unlimited income potential. (201) 391-0931.

INTERIOR DESIGNER/ARCHITECT — Progressive interior architecture division of established St. Paul architectural firm has opportunity for talented interior designer with minimum 5 years of commercial design experience. Candidate must be able to assume project management responsibility; including specification writing, selection of furnishings and interior building materials, and space planning. Marketing background and the ability to deal with clients is necessary. Excellent benefits, salary negotiable depending upon experience and abilities. Please send resume to BWBR Architects, 400 Sibley Street, St. Paul, MN 55101 or call Bob Seeger at (612) 222-3701 for additional information.

MANAGEMENT OPPORTUNITIES NATIONWIDE ($20-50,000) 7 years of specialized & confidential service to Contract/Institutional/Office Furniture, mid-management to executive level personnel—Sales/Marketing, Manufacturing, Engineering and Administrative. Our client Co's. assume all costs. Contact: FRED ROSE, COOK ASSOCIATES, INC., 35 E. Wacker Dr., Chicago, IL 60601. (312) 263-1119.

CONTRACT—ARCHITECTURAL—REPRESENTATIVES WANTED
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New England manufacturer of new products, table tops, wall panels and architectural products and vanity tops. All territories east of Mississippi open. List lines presently represented. Send resume to: V.P. Sales, R.F.R.—Conco, 1 Main Street, Hope, RI 02831.

HANS KRIEKS, FURNITURE designer, interior architect, professor at Boston University for 18 years, is interviewing students for his two year HANS KRIEKS MASTERCLASS in Furniture design, Space-planning and Interior-Architecture. Study is intensive. No previous college education required. Any age can apply. Limited enrollment. Masterclass students can now participate in the Products of the Masterclass Organization, marketing students—design to manufacturers. New day and evening semesters start September 1980. For information, write or call HANS KRIEKS, 1581 Third Ave., New York, NY 10028 (212) 427-7806.

LIGHTING SALES REP — With solid background in the architectural and contract trade for world renown Italian manufacturer of lighting, lamps and elements in free blown glass. Now headquartered in New York with stock warehoused on east and west coast and showroom exposure throughout the U.S.A. Box 828, CONTRACT, 1515 Broadway, New York, NY 10036.

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This high-reader-traffic section is a marketplace for you to fill an important position in your company, to find a new career opportunity for yourself, find salesmen, reps or lines wanted, business for sale and any used or odd-lot products or items for sale on a one-time basis.

THE MARKETPLACE offers you an audience of over 27,500 commercial interior architects, designers, furnishers, specifiers, planners and dealers.

DEADLINE: First of the preceding month

RATES: $36 per column inch (approximately 58 characters to a line. 7 lines per inch). All copy is pub set at no charge. For blind box number, please add $5.00

REGULATIONS: Classified Ads may not be used for extensive product descriptions; customer solicitations; or for the offer of merchandise or services continuously available to our readers, which is the function of display advertising.

To place your ad in **THE MARKETPLACE,** just fill out the coupon below, enclose a check for the full amount, and mail to:

Classified Ad Manager
CONTRACT MARKETPLACE
1515 Broadway, New York, N.Y. 10036

Please run the attached ad(s) in the next _____ issue(s) of CONTRACT.
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Organization _____

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PLANNER AND DESIGNER — Duties include detailed design layout mechanical, electrical plans, site inspection, selection of material, wall covering, carpeting, furniture, decorative items, color combination and pattern for interiors of restaurants, motels, lounges, etc. Bachelor's Degree in Architecture with major field of study in interior design and planning. Two years experience in planning and interior design or degree in planning and interior design. 40 hours per week, $15,000 per year. Apply by resume to Dakota Food Equipment, Inc., 1802 First Avenue South, Fargo, North Dakota 58108.

MANUFACTURER REPS WANTED — Long established Chicago based large steel manufacturer offers complete line of computer support furniture to manufacturer's agents who have active and well established following with office furniture and supply companies. Products include large range of CRT tables, work stations, rollaway cabinets and storage units for all types of computer related products. Program includes excellent sales support, such as, slide program, space planning guide, new catalog, and sales training. Many territories open. Please send complete details on your organization and list lines carried in first lettter to Box 848, CONTRACT, 1515 Broadway, New York, NY 10036.

WANTED ADDITIONAL ACCESSORY LINES by Representative selling high-end lamps and mirrors to fine furniture stores, Residential and Commercial Designers. Territory New England including upper Connecticut and upper New York State. Robert K. Doorly, Box 171, Lyme Center, NH 03769 (603-795-4068).



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MAJOR MANUFACTURER OF acoustical screens, wall panels, etc., with newly developed open plan wall system, needs qualified dealers or reps with annual screen sales of $100,000 +. If you qualify, send brief history to Box 844, CONTRACT, 1515 Broadway, New YORK, NY 10036.

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ADDITIONAL LINES WANTED by Philad. concern selling directly to major corporations. Desire free-standing partitions and open plan wall systems. Related lines would be considered. Reply: Box 812, CONTRACT, 1515 Broadway, New York, NY 10036.

INTERIOR DESIGN BUSINESS FOR SALE — Carpet, Drapes, Etc., top lines quality established business, super location, this business is in one of the fastest growing and most stable economies in the U.S., Agent P.O. Box 963 Ft. Collins, Colo. 80522, 1-303-482-5069 after 6 P.M.

CONTRACT MANUFACTURERS: We offer you a unique national executive search/consulting service designed specifically to find contract furniture manufacturers the most qualified sales and general management talent. Industry references available on request. Contact Robert Butler, Contract Furniture Division, Bader Corporation, 535 Fifth Ave., NYC, NY 10017. (212) 682-4750. (div MRI.)

SALES — CONTRACT — Corporate Interior Design Firm looking for dynamic individual. Northern Westchester location. Initiate sales and work with contracting architects and corporate specifiers. Experience preferred, salary negotiable, excellent benefits. E.O.E. Contact: Stephen Viscusi, (212) 671-1930 or (914) 273-3900.

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CONTRACT REPS WANTED — Many important and new manufacturers ask CONTRACT Magazine for the names of qualified independent representatives who currently sell commercial/institutional furnishings and might be interested in an additional line. If you want us to include your name in a confidential list of reps, which we supply to manufacturers who have become new advertisers, write to the publishers of CONTRACT Magazine. State your name, address, type of lines you carry, number of associates or salesmen if you have any, and indicate product categories in which you have a particular interest. Also include area covered. This is a free service. CONTRACT advertisers who are interested in expanding sales coverage and finding additional reps are invited to inquire about this advertiser service. Write: Sales Manager, CONTRACT, 1515 Broadway, New York, NY 10036.

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Allied Chemical Corp.	48	74
All-Steel, Inc.	108	153
Alma Desk Co.	—	99
Ambiant Systems, Ltd.	153	253
American of Martinsville	176	271
American Seating	11, 116	16, 163
American Society of Interior Designers	149	248
Ardison Fabrics	103	148
Art for Art's Sake	172	270
Artopex	93-96	119-121
Atelier Furniture, Ltd.	5	6
BPC Industries	195	286
Badische Corp.	141	192
Baker Drapery	174	277
Belgian Linen Association	28	48
Bernhardt Furniture	138	189
Beylerian Ltd.	182	270
Bigelow Sanford Co.	82, 88	125, 133
A. Blank, Inc.	131	182
Boling Chair Co.	185	279
Bolta Wallcoverings	128	178-179
Brayton International	40	64
Brickel Associates	24	43
*L.D. Brinkman/Southeast	98	141
Brown Jordan Co.	186, 433	280, 281
Brueton Industries	62	93
Cado/Royal Systems	31	109
Cal-Mar Div. Designers View	109	154-155
Camer Glass/Design Gallery	32	52
Canadian General Tower	34	54-55
L.E. Carpenter & Co.	127	88
Carson Pirie Scott	63	94
Castelli Furniture, Inc.	17	89
C.B.I./Burris Industries	99	142-143
Charleston Carpet	36	57-60
Chemical Chair House	187	281
Chromcraft Corp.	105	150
Cohama/Eastman	19	30
Collins & Aikman (United Wallcoverings)	43	67
Collins & Aikman (Colonnade)	39	63
Collins & Aikman (Corporate)	41	65
Collins & Aikman (Power Bond)	436	275
Condi Div. Pacific Furniture	14	23
Continental Imports	178	272
Conwed Corp.	449	289
Corry Jamestown Co.	—	11
Couristan (Couri Carpets)	4	5
Crayton	152	252
Cumberland Furniture	150	249
Customweave Carpets	148	247
David & Dash	438	158
Davis Furniture Industries	71	105
Decorative Arts Center	—	254
Dependable Furniture Mfg. Co.	—	85
Design Gallery	32	52
DesignTex	175	44, 45
Designer's View	109	154-155
Discovery Concepts/Giroflex	101	145
Diversified Seating	51	77
DuPont/Antron (Carpet Fibers)	91	136-137
Duraclean International	160	263
Dux	111	157
Eastman Kodak Photomurals	—	276
Eberhard Faber	129	180
Eldon Office Products	133	184
Ben Elfman	166	266
Envel Design	3	4
Esselte Pendaflex	135	186-187
Est Co., Inc.	177	272
Euro Chair of America	167	267
Eurotex	6	7
Euster Associates Contract Div.	193	284
Executive Furniture Inc.	157	260
Executive Office Concepts	142	193
Falcon Products Inc.	18	29
Faultless Div./Bliss & Laughlin Industries	107	152
Fiber Seal International	110	156
Edward Fields	13	22
Fixtures Mfg. Corp.	139	190
Formica Corp.	8	12-13
Frankel Associates	15	24
Fuller Office Furniture	137	188
Funder America	145	122
Gardisette Draperies	85	130
General Tire & Rubber Co./Chemical Plastics	155	256-257
Glassform	7	10
Globe-Weis	79	118
Gold Medal, Inc.	448	290
Gregson Furniture Industries	87	132
Group IV	132	183
Gunlocke Co.	74	51
Hag U.S.A., Inc.	78	114-115
Hardwood House	—	Cov. IV
Harter Corp.	59	91
Harvard Interiors	67	100
Haskell Corp.	194	285
Haworth, Inc.	2	2
Hercules	70	104
Hesco	439	296
S.M. Hexter	76	112
Hippopotamus	443	293
Hoboken Wood Floors	197	288
Hoover Universal	30	50
Howe Furniture Corp.	20	31-34
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Indiana Desk Co., Inc.	69	103
Interiors International	10	15

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ADVERTISER	CIRCLE NO.	PAGE
International Furniture Industries/Giroflex Seating	102	146-7
International Terra Cotta	189	282
Inter-Royal Corp.	72	106-107
Jansko	89	134
JG Furniture	26	47
Kardex	119	167
*Kasparians	146	141
Kimball Office Furniture	140	191
Knoll International	27	26-27
Kobi Div-Reflector Hardware	123	173
H. Krug Furniture Co., Ltd.	147	246
KT Furniture	16	25
Kwik-File	56	87
Laminates Unlimited	164	265
Jack Lenor Larsen	66	98
Lackawanna Leather Co.	68	101-102
Laurel Lamp	180	274
La-Z-Boy	1	Cover II-1
Leaf Fiberglas	446	292
Lee/Jofa	44	68
Lees Carpet	75	110-111
Lehigh-Leopold	64	95
Levolor Lorentzen	50	76
Lewittes Furniture	162	264
Lighting Assoc.	188	280
F.W. Lombard Co.	181	277
Lombardo Corp.	445	292
George Little Mgmt/N.Y. Hotel Motel Show	447	291
Hank Loewenstein, Inc.	199	166
Lumex, Inc.	53	80
Harry Lunstead Designs, Inc.	154	255
Madison Furniture Industries	22	37-40
Matchmaker Floors Inc.	440	Cov. III
Magna Visual	169	268
Marden Mfg., Inc.	171	269
Mark's Oriental Rugs	161	264
Meilink Safe Co.	165	266
Meisel Photochrome Corp.	46	70-71
Merchandise Mart	9	14
Metalstand Mfg. Co.	33	53
Midland Ross Corp.	113	160
Milliken Carpet Co.	60	92
Mira-X	12	21
Modern Mode	45	69
Modern Plastics	441	294
Molla Inc.	183	278
Myrtle Desk Co.	130	181
Nanik	61	172
Nemschoff Chairs, Inc.	156	259
Neo-Ray	442	294
Office Suites Inc.	80	123
OHline Corp.	35	56
Opto	190	282
Owens-Corning Fiberglas	104	149
Pace Collection	47	72-73
Panel Concepts, Inc.	136	28
Patrick Carpet Mills	122	171
Patrician Furniture Co.	134	185
Peter Pepper Products, Inc.	73	108
Photographic Specialties Inc.	158	261
Pleion Corp.	49	75
Harvey Probber, Inc.	86	131
Proform	97	140
Quinlan Printmakers	444	293
Richards Mfg.	168	268
Edward Axel Roffman Associates Inc.	90	113
Rohm & Haas	115	162
Rose Mfg.	125	175
Rosemount Office Systems, Inc.	106	151
Rubbermaid/Commercial	21	36
Rudd International Corp.	29	49
Samsonite	151	251
Sawin & Co., Inc.	196	287
Scandeline	112	159
Schwab Safe Co., Inc.	117	164
Securit	159	262
Shaw-Walker	77	135
Shelby Williams Industries, Inc.	37	61
Sinclair Wallcovering	58	90
Smokador	25	195
Specialty Jute Products & Development, Inc.	437	273
Steelcase, Inc.	83	126-127
Stendig Inc.	84	129
Stow/Davis Furniture Co.	114	161
Superior Chaircraft	126	177
Swan Brass Beds	163	264
Thayer-Coggin Inc/Faultless	107	152
Tenex Corp.	23	42
Thonet	—	8-9
Transform Furniture Design	121	170
Tri-Mark	179	274
Tropitone Furniture Co.	38	62
Uniroyal, Inc.	65	96-97
United Chair	52	78-79
U.S. Gypsum	92	138-139
Van San Corp.	184	278
Vecta Contract	118	165
Victorian D'Light	191	283
*Walter Carpet Mills	100	144
Wellco Carpet	54, 144	81-4, 46
Westinghouse Architectural Systems	120	168-169
Wiremold	170	268
Woodard & Sons	124	174
Worden Co.	450	288
Zipatone, Inc.	198	288

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